TECHNOLOGY DEPT.

JUNE 18, 1951

BROADCASTING TELECASTING

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DETROIT

OLD TIME RADIO GIMMICK

—pays off in Richmond!

It's got whiskers, but it's a tough test for any radio station—the customer must say "WLEE" to get a special cut price. A ladies shop in Richmond, which had never before used radio, tried it a few weeks ago, selling $1.65 nylons for 99c if the lady said "WLEE."

After one announcement the store had to limit sales to three pairs per customer. And before the week was out the manager of the store had signed up his first radio contract . . . a non-cancellable schedule for 26 weeks.

Fast, profitable results like this are still more common on WLEE now that we have 5000 watts. That new power means more listeners for your message on WLEE . . . thousands of them in our new coverage area. It means a better signal in Richmond proper. It means more value for every dollar you spend on WLEE.

Ask your Forjoe man for all the latest WLEE facts—it's quite a story.

WLEE

MUTUAL IN RICHMOND

IRVIN G. ABELOFF, *General Manager* TOM TINSLEY, *President* • FORJOE & CO., *Representatives*

20TH
Newsweekly
Radio and
Television.
year

RADIO'S EVER MAGIC TOUCH

In the WLS tradition . . .

PROFITABLE *Afternoon Programming*

. . . with a pre-tested formula for listener acceptance

Radio's ever magic touch turns WLS afternoons into profitable programming – for *you*. Using its pre-tested, time-proven formula of live-talent block programming, WLS has developed an exciting afternoon of participating shows, heard daily, Mondays thru Fridays. From BOB ATCHER PRESENTS at 1:30 thru STUMPUS, which ends at 4:00, listeners are hearing a unique kind of programming – a Saturday night review for afternoon enjoyment. Thus, WLS accepting-believing afternoon listeners are reached, and most economically, too! Each day's program is designed for sale in effective small time-segments, or on a participation basis, with live or transcribed announcements.

See your Blair man today for complete details on profitable afternoon programming – for *you*.

BOB ATCHER PRESENTS
Monday thru Friday
1:30–2:30 P.M.

For one solid hour BOB ATCHER PRESENTS brings to the Chicago Midwest a new kind of afternoon program—following the successful block programming technique of the famous NATIONAL BARN DANCE. Featuring *live talent*, BOB ATCHER PRESENTS stars Bob Atcher, "Top Hand of the Cowhands" as Master-of-ceremonies. Each day an entire array of Barn Dance favorites appear . . . a line-up of talent untouched in Chicago afternoon radio!

There is music to please all tastes, brief news and weather summaries, listener participations, comedy and a weekly hit parade made up from mail received throughout each week. The formula is time-tested and proven successful through the enormous success of the NATIONAL BARN DANCE.

STUMPUS
Monday thru Friday
3:30–4:00 P.M.

WLS STUMPUS, with popular MC Jack Stilwill and featuring the WLS Rangers, constantly produces the regular daily listener response for which WLS has so long been noted . . . an average of 1,154 pieces of mail per program in April! Using the basic formula of prizes for tune titles which stump the musical group, the program features the same kind of friendly voices, the same neighborly spirit and top quality talent that WLS listeners respond to so actively.

STUMPUS established itself by having been broadcast daily for more than twenty months with a continuing record-breaking response from listeners . . . time-tested and proven successful by listener-response.

Bridging the period between BOB ATCHER PRESENTS and Stilwill's STUMPUS comes a line-up of network programs rapidly building ratings in Chicago's Midwest – QUICK AS A FLASH, DICK HAYMES, PAUL HARVEY and TED MALONE . . . to round out a full afternoon of profitable programming – for you.

Both programs have a proven audience . . . and a responsive one . . . for selling your goods in Midwest America.

YOUR JOHN BLAIR MAN HAS THE DETAILS

WLS The PRAIRIE FARMER STATION CHICAGO 7

CLEAR CHANNEL HOME of the NATIONAL BARN DANCE

890 KILOCYCLES, 50,000 WATTS, ABC AFFILIATE. REPRESENTED BY JOHN BLAIR & CO.

Paul H. Raymer Company, Inc.

is pleased to announce
the opening
of a new office in

Memphis, Tennessee

Hotel Chisca
Memphis, Tennessee

Hugh Murphy, Manager

Paul H. Raymer Company, Inc.

Radio and Television Representatives

New York · Boston · Detroit · Chicago
Memphis · Hollywood · San Francisco

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BROADCASTING TELECASTING

...at deadline

Closed Circuit

WITH RATIFICATION LAST Wednesday of Hytron acquisition by CBS (story page 25), CBS ownership is considering high-level reorganization into subsidiary and divisional structure. Plan understood to contemplate separation of AM and TV operations into four categories (individual networks and owned and operated stations) each to be headed by top executives, along with separate direction of four manufacturing entities—Columbia Recording, CBS-Columbia Inc. (radio-TV sets); Hytron (tubes), and patents-development division. Plan may be evolved in next few weeks.

UNTIL SHE RECEIVED call from White House 11:30 a.m. last Monday, Comr. Frieda B. Hennock had no information about her imminent appointment to federal judgeship in New York. While she had been considered for past two years for judgeship, President Truman's appointed hit her, as well as her colleagues, as complete surprise.

MOVE TO HAVE Ken Fry, radio-television director of Democratic National Committee, named to Hennock vacancy on FCC was vetoed last week by William Boyle, committee chairman. He insisted his veteran radio chief and ex-NBC executive stick through 1952 campaign. After that, he would be free agent and would receive whole-hearted support for regulatory assignment.

ANTI-TRUST DIVISION of Dept. of Justice isn't saying so publicly, but it's looking at overall radio-television manufacturing with an eye to possible restraint of trade in merchandising, notably as to color TV. In one quarter it was said there was an ATD observer behind every pillar in Chicago during recent NARTB annual convention.

LEVER BROTHERS' Chlorogene toothpaste, currently completing second half of radio spot test, considering expanding to national campaign because of initial success. J. Walter Thompson, New York, is agency.

AT STAKE in upcoming federal court hearing on WFIN Findlay, Ohio, petition is legality of present working arrangements between major-minor baseball clubs under anti-trust laws. Well over 1,000 stations carrying play-by-play accounts affected by suit.

ONE-MAN CAMPAIGN launched in Washington for legislation which would assure radio of equitable share of government advertising budgets. Roy G. Terry, owner of KOCA Kilgore, Texas, has established temporary offices in Albee Bldg. Radio, to be on equal footing with other media, should get about $2 million in government monies, not only on recruiting but also on government bond and other drives for which space is bought elsewhere, he contends. Congressmen contacted, he reports, are highly favorable.

CBS-TV reportedly planning to buck NBC's

(Continued on page 94)

Upcoming

June 18: Board of Directors meeting, Canadian Assn. of Broadcasters, Royal York Hotel, Toronto.

June 18-19: BMI Clinic, 49 W. 49th St., New York.

June 21: FTC Radio-TV trade practices conference, National Archives Bldg., Washington.

June 22: All-Industry TV Program Conference, Statler Hotel, Washington.

(More Upcomings on page 91)

Bulletins

BORDEN Co., New York (Sanowhite cleaning compound), through Picard Adv. Co., New York, preparing radio spot campaign.

CHRIS WITTING APPOINTED DuMONT NETWORK DIRECTOR

CHRIS J. WITTING, for 18 months general manager of DuMont TV Network, on Friday became director of network and of three DuMont owned and operated stations—WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Appointment was made by Mortimer W. Loewi, who simultaneously announced his own retirement as network director to return to post of executive assistant to president of Allen B. DuMont Labs, which he held before taking charge of network in May 1948.

Mr. Witting was associated with Price, Waterhouse Co. during 30's, installing operating systems and internal procedures for firm's clients. He is certified public accountant. During war, except for year-and-a-half with U. S. Maritime Service, he served as comptroller and assistant treasurer of camp shows. In 1947 he set up operating procedures for telecasting division of DuMont organization and in 1949 was made general manager of network. He is a TV director of NARTB and has been active in industry affairs.

NOTRE DAME PONDERS TV

THE REV. John J. Cavanaugh, Notre Dame president, Friday questioned constitutionality of NCAA's curtailing of football game telecasts. He did not say whether all-important Notre Dame will defy NCAA by telecasting home grid contests and explained that his school wants to go along with NCAA, if it can. An NCAA official confided last week that if Notre Dame should follow Penn out of fold, planned experimental moratorium "would go out the window." (See early story, page 60.)

RADIO BEATS PAPERS

SURVEY just released by WCCO Minneapolis for metropolitan area shows radio reaching twice as many homes as combined Twin Cities newspapers and nighttime rating increase for one station of 18.5% over two years ago. Day ratings increased 35%. Diary survey covered 112 counties.

Business Briefly

CARPET SPOTS ● Alexander Smith & Sons, New York (carpets), preparing fall radio spot campaign in 20 major markets. Firm also considering three-day campaign on ABC to launch sales drive. Agency, Anderson & Cairns, New York.

AGENCY NAMED ● Effanbee Doll Co., New York, appoints Lawrence Boles Hicks Inc., same city, to handle advertising for its new Schiaparelli doll. Radio and television contemplated.

GROSS APPOINTS ● Gross Distributors, N. Y., N. J., and Conn. (wholesale radio-TV & appliance distributors), names Du Fine-Kaufman Inc., New York, to handle advertising.

PHILLIPS CHECKING ● Phillips Soups, planning 52-week TV spot campaign, checking availabilities in Philadelphia, Baltimore and Washington. Will start soon as favorable night time can be secured. Agency, Clements, Philadelphia.

ALL-INDUSTRY TV TAX COMMITTEE NAMED

GEORGE B. STORER, chairman, announced Friday organization of an all-industry Television Broadcasters Tax Committee "to make a final determined effort to secure adequate relief for the industry" from current excess profits tax law. Members of committee pledged and paid an initial $5,000 to Lovell H. Parker, Washington, as counsel and registered representative. Mr. Parker was employed on full-time basis.

Proposed amendments to tax law were prepared and presented to industry for study. All 107 stations were asked to send check in amount of current one-time, one-hour rate to insure adequate financial support.

Members of committee include: Chairman and Treasurer, George B. Storer, The Fort Industry Co.; Vice Chairman, Dwight W. Martin, Crosley Broadcasting Corp.; Campbell Arnoux, WTAR-TV Norfolk; Earl Gammons, CBS; Robert Hinkley, ABC; Clair R. McCollough, WGAL-TV Lancaster, Pa.; J. B. Poole, The Fort Industry Co.; Frank M. Russell, NBC; D. W. Thornburgh, WCAU-TV Philadelphia; ex-officio members: C. E. Arney Jr., NARTB; Thad H. Brown Jr., NARTB.

TONNAGE ORDER ISSUED

NATIONAL Production Authority's Construction Controls Division Friday notified field offices to approve applications for construction involving less than three tons of scarce materials. Broadcasters to be included under directive with newspaper plants. Approval would assure go-ahead on antenna bays and other equipment using "insignificant" amount of material.

NEW RCA DEFENSE UNIT

FACTORY unit to be devoted solely to production of electronic equipment for national defense to be established in Camden works of RCA-Victor Division. Radar equipment will be produced in unit with production to start in fall. Summer vacation at plant starts June 29.

OVERALLS FOR THE SMALL FRY...

Recently, one of the home-sewing series on the "Visit Esther Alderman" show was devoted to making overalls, including an actual modeling of the finished garment by one active, small boy. Tuesday and Thursday afternoons, busy house-wives and mothers in the WDEL-TV area, pause for half an hour to visit with Mrs. Alderman, Wilmington urban home demonstration agent. Her telecourses have proved popular with viewers because Mrs. Alderman packs her thirty-minute television appearance with practical instruction, not only in home sewing, but in such subjects as making lamp shades and furniture; preparing unusual salads; removing stains from fabrics or planning nutritious meals with the seven basic foods.

This program is one of many local features carried by this station in an endeavor to meet the public needs of the community it serves.

WDEL-TV

Wilmington, Delaware

A Steinman Station

WDEL AM TV FM

Represented by
ROBERT MEEKER *Associates* Chicago • San Francisco • New York • Los Angeles

Have wonderful time on WFBR- glad we're here! Shell Oil Co.
Any Advertiser Anywhere U.S.A.
Shell Oil Company, using newscasts at 7:30 A. M., 6:30 P.M. and 11:30 P.M., Monday thru Friday, finds WFBR pays off in 3 widely separated time segments.

Any time's good time on WFBR!

Sounds like an ad man's idea of a hot slogan, doesn't it?

It happens to be *true!* Shell Oil Company found that out with their early morning—early evening—late evening pattern.

Other advertisers—dozens of them—are using WFBR time all around the clock to sell profitably.

Because of this, WFBR has built a number of sales-minded participation shows, scattered strategically through the day and night.

Any WFBR salesman or your John Blair man can tell you about availabilities.

MARYLAND'S PIONEER BROADCAST STATION!

WFBR

ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, EMpire 4-0775; James Montagnes.

BROADCASTING * Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING *—The News Magazine of the Fifth Estate. Broadcast Advertising * was acquired in 1932 and Broadcast Reporter in 1933.

* Reg. U. S. Patent Office

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Subscription Price: $7.00 Per Year, 25c Per Copy

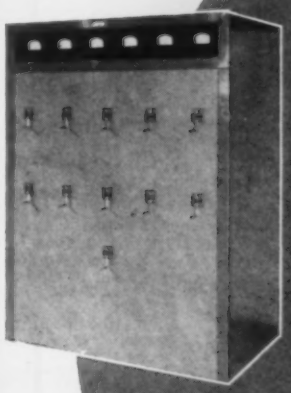
NEW FACILITIES TO BETTER SERVE YOUR NEEDS

Look at these features of the new 5/10 KW AM Transmitter*

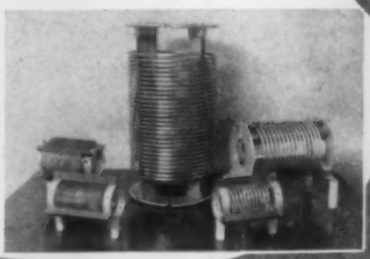
- For the first time in any commercial transmitter, Continental's *improved high-efficiency* amplifier incorporates equipment for matching the transmitter output to sharply tuned loads encountered in directional arrays.
- Exclusive of the automatic voltage regulator, the transmitter is completely self-contained, thus simplifying installation.
- Full, unobstructed view of all functional equipment is possible through the new "Transview" cabinet design and handsome vertical chassis construction. All components are forced-air ventilated.
- MAXIMUM STABILITY of tuning assured by vacuum-type capacitors in output stage.
- HUM-FREE OPERATION of control system through DC-operated relays.

*Being sold through GRAYBAR ELECTRIC COMPANY

WE SPECIALIZE IN CUSTOM DESIGN TO SOLVE SPECIFIC PROBLEMS



Our NEW, modern plant, vastly expanded facilities and trained personnel are ready to go to work for you at a moment's notice. Skilled engineers are at your disposal to analyze specific problems. Expert draftsmen are on the job to design equipment geared to *your* particular needs in smooth, dependable broadcasting operations. Long years of experience—in both domestic and foreign markets—stand behind Continental Service. The Continental reputation for uniform high quality, superior workmanship and technical ability is your assurance of lasting satisfaction.



Upper right, the Continental 5 Tower 5 KW Power Division and Phase Control Unit. Lower right, typical Continental components—radio frequency inductors grouped about a larger isolation inductor.

NEW HOME OF CONTINENTAL ELECTRONICS MANUFACTURING COMPANY

4212 S. BUCKNER BLVD. DALLAS 10, TEXAS PHONE EVERGREEN 1137

CONTINENTAL ELECTRONICS
Manufacturing Company

producers of

- ★ Complete transmitters
- ★ Radio frequency inductors
- ★ Isolation inductors
- ★ Aluminum coupling cabinets
- ★ Antenna coupling units
- ★ Power division and phase control units
- ★ Rectifiers—Amplifiers
- ★ FM-AM Isolation units
- ★ Arc-back indicators

Let's get straight

The Association of National Advertisers recently recommended a reappraisal of radio's rates. Their report immediately set in motion a series of events without precedent in radio's history. We agree that when any new medium, such as television, becomes a sizeable factor in planning advertising budgets, it is high time to appraise its effect on all media including radio.

The ANA made their radio rate analysis only in television markets, and many people jumped to the conclusion that radio rates everywhere should be reduced. This was not inherent in the ANA report. It obviously would be unrealistic and, we believe, indefensible to analyze radio values in Portland, Oregon, or Wichita, Kansas, where TV is non-existent, on the same basis as in such TV markets as New York and Chicago.

As a matter of fact, in Portland and Wichita — as in many good markets — radio families have increased and listening is up. Any true revaluation would indicate that a healthy rate increase can be fully justified. So again we agree with the ANA that a reappraisal of radio rates must be done on a sensible market by market basis. It must be based on the present degree of radio coverage of each station in each market.

Amazingly, among the people who jumped to the erroneous conclusion that rates should be reduced uniformly without regard to advertising values, were the radio networks themselves.

Columbia rushed into print with an across-the-board cut of a flat 10% from 1:00 o'clock in the afternoon to 11:00 o'clock at night, except for 2½ prime evening hours when the flat cut was 15%.

NBC followed this formula almost exactly and ABC came next with a 15% cut 1:00 to 11:00 PM.

But mark this fantastic fact.

These cuts in rates to the advertiser are not based on any appraisal of radio's advertising values market by market. They are not the outcome of any sound analysis. Just a flat cut — no matter what the station's actual advertising value might be!

This unique conception seems to take the view that each network operates from a single wholly-owned transmitter which sends its signal simultaneously to all parts of the country. Actually, each network is comprised of hundreds of individual radio stations owned and operated by separate local people or corporations. These stations have only a contractual relationship with the network with which they are affiliated. The essence of these contracts is simply that the stations agree to broadcast, for so much money, the programs furnished them by the network during certain hours of the day. Each station has many hours in which it broadcasts its own programs, commercial and public service, and so is an important part of its own local community life. We won't belabour a point so well known to everyone in radio (including the networks) and to most advertisers, that radio stations are *local* and individual entities which sometimes carry network programs.

Now the local business men who operate radio stations are the people who, as we interpret the network point of view, should pay for the cuts in network rates regardless of their individual worth to the advertiser.

The networks aren't footing the bill. They simply cut the station's rates without regard to its individual market, coverage, penetration, or its power to move merchandise.

The advertiser can take advantage of the rate cut only between 1:00 PM and 11:00 PM.

— but

*the networks have cut the individual station's rate for every network program including those broadcast before 1:00 PM!**

ton Radio Rates

These matters have been viewed very gravely by the independently owned, network-affiliated stations. There has been a feeling among many of them that the panic exhibited by the networks is unwarranted and can lead only to gross inequities to stations, to certain weakening of the networks themselves and to a lessening of actual network advertising values. The method, viewed from any angle, is unfair, unsound and unhealthy.

The reasons why this method is unfair have been touched on here. The reasons why it is unsound and unhealthy are, in skeleton form, these:

Indiscriminate slashing of rates can indicate hasty or careless thinking. It's the kind of thinking which, if it persists, can spread into other phases of network operation — into programming, sales service, research, etc. Passed on from the network to the stations, less effective effort along any or all of these lines can in time be reflected in loss of audience.

It is equally true that indiscriminate slashing of rates — even in the face of the audience gains which so many stations can demonstrate — seems to understate and undervalue radio audiences both at the same time. It can create an *impression*, among advertisers and agencies, that something has happened to the productivity of that big web-footed bird that has been providing them with golden eggs for so long.

We think that advertisers want to keep alive and strong every medium which their skilled hands can use to sell their products and services. We think their primary demand is for a fair return for their advertising dollars. We think that, along with that, they want to know what to *expect* from advertising dollars.

If that is so, they will not be satisfied with the kind of broad generalities in an across-the-board rate cut. They will buy radio in the markets and on the stations which can demonstrate that they offer a good advertising value.

Every radio station — every newspaper or magazine or television station — should stand ready at all times — in the past, now, or in the future — to prove its worth.

That's all any sound station wants today. To be considered on its own merits. It does not want its advertising value arbitrarily reduced without any consideration of the facts which prove its advertising effectiveness. The station wants to be bought on a basis of its worth to the advertiser, and not on an artificial formula worked out by the network for corporate expediency.

What we ask each advertiser and his agency to do is simply this: Put aside the easy judgment that *re*valued radio means *de*valued radio.

Measure radio — as you would measure any advertising medium — in each market — by what it delivers for the dollar put into it.

We think you will find that radio today is still the least expensive direct line to the public and that stations throughout the country can prove it — market by market.

* * *

This message, the first in a series, was prepared as a service to good radio.

EDWARD PETRY & CO., INC.

NEW YORK CHICAGO DETROIT DALLAS
LOS ANGELES ST. LOUIS SAN FRANCISCO

*CBS & NBC cut station rates 10% for all pgms. ABC's cut was 15% for all pgms.

RELAXED.....?

Yes, and easy listening, too —heard nightly Monday through Friday at 7:00 on WRC. In just a few short weeks, "BATTERS' PLATTERS" has grown to the listening stature of an early evening stand-by.

Charlie Batters' casual style has a long-lasting way with habit audience, based on good music and off-hand comment—spiced but balanced.

This regular half-hour, in peak time has a few participations open, certainly worth your planning for STRONG coverage in the ever-growing Washington market. Batters' style isn't studied . . . it's designed for hard selling. His growing list of sponsors is our best recommendation.

MONDAY THRU FRIDAY
7:00 PM

YOUR BEST BUY IS
IN THE NATION'S CAPITAL

FIRST in WASHINGTON
WRC
5,000 Watts • 980 KC
Represented by NBC SPOT SALES

feature of the week

CROWNING of a "1951 Beverage Ball Queen" put the finishing touch on a joint promotion campaign of the Kerns Beverage Co. and WBUD Morrisville, Pa.

Steps leading up to the ball began in 1947, when Kerns bought time and spot announcements on a WBUD disc jockey program, *The Rustin Austin Show.*

Miss Austin proved so popular among 'teen-agers, that in 1948, WBUD and Kerns decided to "take the show on the road."

With her, to all 'teen-age canteens in public schools in the WBUD coverage area, Miss Austin took Kerns beverage. At each canteen a queen was picked, through ballots furnished a week previously.

In 1950, Kerns and WBUD decided to hold a gala "Beverage Ball" for all canteens visited during the 1950-51 school year.

More than 6,000 'teen-agers attended the ball, held in Trenton, N. J. Some 14 girls from the WBUD coverage area competed for the title of grand queen.

The queen, Dorren Way, Trenton Catholic High School Canteen, was crowned with a $10,000 diamond tiara, borrowed for the occasion from a New York jeweler by Ruder & Finn Assoc., New York agency.

The promotion created much enthusiasm among participating canteens. Even the press cooperated. The names of WBUD and Kerns entered conversations of just about every 'teen-ager in the coverage area.

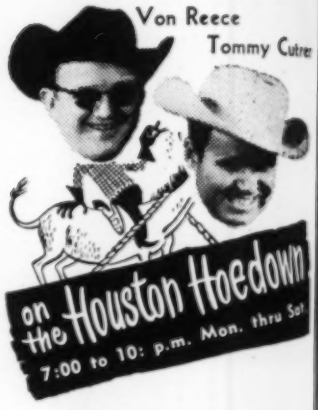
After the ball was over, William Pearson, Kerns vice president, commented, "If this is what radio can do, give me more of it!"

To which WBUD added the footnote, "And that exactly is what we hope to do."

Miss Way takes a parting look at the tiara with which she was crowned. Jeanne M. Cornell, Ruder & Finn Assocs., seems less awed but equally pleased with the diadem. Mr. Pearson is happy over the promotion success.

* * *

lend an ear to the K-nuz ranch hands



NATIONAL AND REGIONAL COMPANY YOU KEEP ON
"Houston Hoedown"

Jet Dog Food
Bee Brand Insect Powder
Thom McAn Shoes
Jax Beer
Pepsi-Cola
Hadacol
Griffin Shoe Polish
Pabst Beer
Stanback
Real Kill
Southern Select Beer
B C Headache Powder
Dianol Insecticide
Chicago - Webster Phonograph
Robert Hall Clothes

Plus a choice list of local advertisers

For information call
FORJOE
National Representative
or DAVE MORRIS
General Manager
at KEystone 2581

"RADIO RANCH"
P. O. Box 2135
TWX HO 414

strictly business

Mr. DANNENBAUM

ALEXANDER DANNENBAUM Jr., commercial manager of WPTZ (TV) Philadelphia, started out to be an engineer, but his early background in radio and his aptitude for sales caused him to turn to the radio and television field.

Mr. Dannenbaum, who is known to friends and business associates as "Bink," was born in Wyncote, Pa., in 1910. He attended Penn Military Preparatory School in Chester. He studied engineering first at Cornell and then at Princeton, where he received his B.S.

After graduating from Princeton, he worked as an engineer for Keystone State Construction Co. Later he joined the Blum Department store in Philadelphia where he held various merchandising positions.

In 1935 Mr. Dannenbaum entered the field of radio as a salesman for WDAS Philadelphia. Radio was not unfamiliar to Mr. Dannenbaum since his father, Alexander Sr., was an owner of WDAS. Young Dannenbaum immediately proved his ability in salesmanship by getting national accounts to use WDAS. He secured Lucky Strike and American Home Products as

(Continued on page 75)

17 OUT OF 18 PREFER WDAY, FARGO!

According to an independent survey made by students at North Dakota Agricultural College, *17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station.* 3,969 farm families in the rich Red River Valley were asked "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%!

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater Share of Audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's *great radio buys,* serving one of America's *great farm markets.* Write direct or ask Free & Peters for all the facts on WDAY and the rich Red River Valley!

WDAY • **NBC** • **970 KILOCYCLES** • **5000 WATTS**

FREE & PETERS, Inc., Exclusive National Representatives

The PIONEER *was a Lady!*

■ Way back in '29 a woman in radio sales was unheard of — and unthinkable to everybody but **Peggy Stone.** And she did more than think about it!

Having started with CBS in 1929, thence to Hearst Radio, Inc., in 1938 as Vice President in charge of Station Relations, she was soon blazing trails for Hearst salesmen with possibly the first organized program of sales promotion in the industry, inaugurating procedures which are being used today in most of the larger representative firms.

■ Selling is our Peggy's forte . . . and she begged, pleaded and stormed until she was finally permitted to go out and sell. And that's what she's been doing ever since, with notable success. She helped form Radio Representatives, Inc., in 1948, and there you'll find her today giving her all for properties represented.

We're proud to present **Peggy Stone,** although it's hardly necessary, for this Radio Pioneer is one of the best known personalities in the industry.

Represented by RADIO REPRESENTATIVES, Inc.

WMPS

MEMPHIS, TENNESSEE

AMERICAN BROADCASTING COMPANY

agency

MONTY MANN, vice president in charge of the Dallas Branch of Glenn Adv., appointed vice president Lowe Runkle Co., Oklahoma City. Mr. Mann previously was vice president and assistant to the president at Tracy-Locke Co., where he served for 22 years.

Mr. Mann

RICHARD S. COTTERMAN, manager WCOM Parkersburg, W. Va., to Robert Porter King Adv., same city. Firm will change name to King & Cotterman.

RAYMOND V. MUSCARELL, assistant spacebuyer G. M. Basford Co., N. Y., appointed assistant to president.

FRED KILIAN, TV program director ABC Chicago, to Young & Rubicam, same city, as television program supervisor July 1. He was ABC and CBS Chicago production manager.

FRANCES VELTHUYS, Price, Robinson, Frank, Chicago, to Compton Adv., N. Y., effective June 18, as timebuyer on Procter & Gamble in radio and television.

DENMAN & BETTERIDGE Inc., Detroit, changes name to **DENMAN & BAKER Inc. WILLIAM I. DENMAN** is president, **ERNEST W. BAKER** and **GEORGE M. BLACK** are vice presidents.

on all accounts

AS FAR back as he can recall, Jack Peterson always wanted to write—event to the extent of planning "The Great American Novel" during his early teens. However, he became interested in radio and today Jack (officially, John Irving Peterson) finds himself happily occupied as radio-TV director of the Barnes Chase Co., San Diego's only AAAA agency.

Although born in Chicago, Mr. Peterson considers himself a small-town product, for he grew up in the relaxed Illinois community of Dwight, which has neither agencies nor radio stations. It was there, nevertheless, that he first developed a flair for journalism and discovered he could get paid for writing, an after-school chore he relished more than the common practice of working in grocery stores.

After a year or so of post-high school service as a "stringer" correspondent for various downstate Illinois dailies, Mr. Peterson started what he characterizes as his liberal education—four years on the editorial staff of the Pontiac, Ill., *Daily Leader.* His chief concern was sports—he started the paper's first regular sports column—and this activity led him into radio in 1940.

Mr. PETERSON

To become sportscaster at WDZ Tuscola, Ill. (now Decatur), Mr. Peterson had to pass what he still believes was the toughest audition ever conceived. Some 243 completely green announcing aspirants were put through all sorts of tests in a series of on-the-air auditions which spread over a period of six or seven weeks. Eventually, the field narrowed down to just one—and Mr. Peterson found himself in the radio business.

He earned his programming spurs in a variety of places after leaving WDZ 18 months following his debut. These included WMMN Fairmont, W. Va.; WIS Columbia, S. C.; WIBC Indianapolis, and KOY Phoenix, with a couple of years at WBBM-CBS Chicago as producer-director.

Chicago's somewhat unpredictable and often uninspiring weather caused Mr. Peterson to succumb to the go-west movement. In that area he first was associated with the Los Angeles distributor for Admiral television as advertising manager and then, early last year, he joined the Barnes Chase Co. There he has had an active part in the expanded national use of television by Westgate-Sun Ha-

(Continued on page 76)

beat

Mr. Geller

MAX GELLER, president Weiss & Geller Agency, N. Y., and president and chairman of the board of New Haven Clock & Watch Co., received his degree of doctor of philosophy in government on June 6 at the New York U. Mr. Geller's thesis, "The Federal Regulations of Advertising," will be published in book form in the fall.

LEE GARFIELD named administrative manager of newly created new business department of Hirshon-Garfield, N. Y.

CHESTER W. DUDLEY and **WILLIAM GEOGHEGAN**, account executives, Compton Adv., N. Y., elected vice presidents of company.

C. GORDON WOOD named manager Vancouver office of McConnell, Eastman Co. Ltd. He has been with agency since 1944.

ALEX W. EVANS, vice-president and Los Angeles manager Brisacher, Wheeler & Staff, opens own agency under name of A. W. Evans Co. ,at 943 N. La Cienega Blvd., that city. Phone is CRestview 5-4101. **J. ANDREW POTTER** is radio-TV director, with **ROBERTA THEOBALD** media director. They were formerly associated with Brisacher, Wheeler & Staff.

CARLETON (Bud) EVANS, publicity staff United Airlines, L. A., named assistant promotion manager Walter McCreery Inc., Beverly Hills.

ROBERT ANDERSON, account executive Anderson-McConnell Adv., Los Angeles, with rank of first lieutenant, now on active duty with Marine Corps as public information officer at 11th Marine Corps Reserve District, that city.

OTTO W. PROCHAZKA, Anderson & Cairns, N. Y., to J. D. Tarcher & Co., same city, as copy chief.

WILLIAM E. FORBES, Young & Rubicam, N. Y., to Southern California Music Co., L. A., as vice president and general manager.

JOHN L. HARVEY, advertising manager Plymouth Products, division of Safeway Stores Inc., S. F., to Ruthrauff & Ryan, S. F., as manager.

ERWIN H. KLAUS, vice-president Oppenheim, Van Slyck & Klaus Inc., S. F., to sales staff of Henderize Inc., Sacramento manufacturers of textile paints.

JOSEPH M. ALLEN, vice president in charge of public relations Bristol-Myers Co., appointed to head radio, television and films committee for fall campaign of United Red Feather Campaigns of America. He will be assisted by two associate chairmen, **WAYNE TISS**, BBDO, Los Angeles, for the West Coast; and **ANTHONY G. B. GEOGHEGAN**, Young & Rubicam, New York, for the East Coast.

IRWIN VLADIMIR & Co. Inc., N. Y. and Chicago, opens San Francisco office under management of **RUSSELL PIERCE**, manager of J. Walter Thompson, S. F., and partner of Hodges, Pierce & Company, S. F. publicity firm. Mr. Pierce will continue interest in latter firm. Address for new office is 251 Kearney street. Telephone number is YUkon 6-5892.

MARY POLOSON, timebuyer at Henri, Hurst & McDonald, Chicago, resigns. Future plans are uncertain.

HORACE CARLETON, manager Lockwood-Shackelford, S. F., resigns. No successor named.

H. P. MARTIN, assistant manager Richmond office Courtland D. Ferguson Inc., appointed manager of office.

B. HAROLD MILLER, advertising and sales promotion manager Lederle Labs Div. of American Cyanamid Co., N. Y., to Doyle, Kitchen & McCormick, same city, as manager of pharmaceutical accounts.

CHARLES FARRAN, vice president Griswold-Eshleman Co., Cleveland, elected president of Cleveland chapter of the National Industrial Advertisers Assn.

WANTED TO SWAP:

5-stringed Banjo

for a

Wind-up Phonograph

More than 10,000 letters containing swap offers like the above have been received at WHAM, during the past year.

Are we in the pawnbroker's business? Gosh, no! But we do have an audience of half a million or more rural listeners, and to them George Haefner beams his "Country Fare" program each weekday morning.

Part of the program is called "Swap Shop." We've helped listeners sell farms for houses, swap kittens for dogs, exchange tractors for cars—even swapped two airplanes, complete with flying instructions!

MORAL:

Only WHAM—Rochester, N. Y.'s 50,000-watt, clear channel station—covers the 23 counties of up-state New York and Northern Pennsylvania where listening records like the above occur. These same rural citizens, with their 7-day-a-week WHAM loyalty, can be your customers, too.

WHAM

The Stromberg-Carlson Station
Rochester, N. Y.

Basic NBC—50,000 watts—clear channel—1180 kc

GEORGE P. HOLLINGBERY COMPANY, NATIONAL REPRESENTATIVE

EDITOR:

Thanks loads for the write-up in BROADCASTING • TELECASTING . . .

I've had many comments on the article from friends in Chicago as well as other cities. It was interesting to note the wide readership of your magazine and I, too, enjoy reading it.

John B. McLaughlin
Adv. & Sales Promotion Mgr.
Kraft Foods Co.
Chicago, Ill.

* * *

Clem Randau Appeal

EDITOR:

Will it take another Pearl Harbor—or worse—to wake us up to the urgency for civil defense? . . .

I believe it is impossible for the U.S. to have a real defense and production program without adequate civil defense. If we are attacked, our production lines must remain in operation to supply the armed forces. Without adequate protection of the civilian population our productive capacity would be knocked down, perhaps knocked out.

Would broadcasters do me the very great favor of replying by *airmail* giving me their thoughts, briefly or voluminously, on the following:

1. What is the situation in their communities or states with regard to the public appreciation of the potential danger?

2. How can Congress best be made aware that a civil defense program is necessary to meet that danger?

3. How can we better get our story across to the country?

4. Whatever else they care to tell me.

Replies . . . will be kept confidential if broadcasters so desire.

Clem J. Randau
Executive Director
Federal Civil Defense Administration
1930 Columbia Rd., N.W.
Washington 9, D. C.

[EDITOR'S NOTE: Mr. Randau, one-time vice president of United Press and former vice president and directing head of Marshall Field Enterprises, deserves cooperation. BROADCASTING • TELECASTING hopes every broadcaster in the country will respond to his appeal.]

open mike

Avid in Asia

EDITOR:

While broadcasters worry their lives away writing indignant notes in [OPEN MIKE] I would like to put in a good word for someone . . . Of course I mean overseas AFRS. As G.I.'s, our only immediate, direct contact with home is radio.

There are quite a few of us around nowadays, if you've noticed, and most of us have packed along our little portables. These radios will go back to the States with us when we return. All of us have become avid listeners. . . .

Sgt. Richard M. Harwood
Headquarters Company
40th Infantry Div.
APO 6, c/o Postmaster
San Francisco

* * *

Who's on First?

EDITOR:

. . . A very interesting story ["Did He Invent Radio?"]; do you think there is anything to it?

B. G. H. Rowley
U. S. Representative
Marconi's Wireless Telegraph Co. Ltd.

[EDITOR'S NOTE: The story in BROADCASTING • TELECASTING March 19, pointed out the possibility that Nathan B. Stubblefield, a Kentucky inventor, sent voice radio transmissions before Marconi.]

* * *

Help For Haupt

EDITOR:

An effort is being made by certain radio and newspaper interests seeking to have set aside the policy rule of the Reconstruction Finance Corp. which prohibits loans to radio, newspapers and others engaged in the dissemination of news. We would appreciate hearing from any radio station owner that has ever applied for a loan to RFC and had its application refused solely upon the grounds of this so-called "policy."

We would also appreciate very much being advised by any radio station owner if he has been able to secure a loan from RFC. We are merely seeking information, and there will be no request for any assistance on your part in connection with our present efforts to have undone what we believe to be an unjustified discrimination against radio and newspapers . . .

William H. Haupt
President,
KVVC Ventura, Calif.
134 S. Market St.
Inglewood, Calif.

* * *

Cheap Labor

EDITOR:

. . . There seems to be a new low in radio remuneration according to these ads ["Help Wanted" classified section of BROADCASTING • TELECASTING] . . . What's hap-

(Continued on page 16)

'TWAS THE NIGHT BEFORE EASTER... and

Imagine getting a truckload of Easter plants—delivered the night before Easter! A Flint firm* did! No time for fancy promotions . . . they needed help in a hurry! They did just what smart retailers in Flint have been doing for over a quarter of a century . . . called WFDF. They bought three spots and sold 400 PLANTS ON EASTER DAY—and at regular prices!

*Name furnished on request.

WFDF
910 KC
WFDF
FLINT MICH.
AMERICAN BROADCASTING COMPANY
REPRESENTED BY
THE KATZ AGENCY

Put *your* SALES MESSAGE *across* . . .
On FLINT'S FIRST STATION . . .
WFDF**—one of America's Pioneer Stations . . . now in our 30th year of service!

***See your latest Hooper*

Associated with: WOOD Grand Rapids—WFBM Indianapolis—WEOA Evansville

EXTRA-DEPENDABLE

LONG-LIVED

WON'T SHORT

WITHSTAND HIGH HEATER-CYCLING

SHOCK-RESISTANT

G-E 5-STAR ARINC TUBES ARE 5 WAYS BETTER!

Take your design cue from airmen who praise the superiority of ARINC types!

"Records kept by our company show replacement of ARINC tubes to be only 2% as compared with an average of 49% replacement for 13 types of regular tubes over the same period."

W. W. LYNCH, *System Communications Superintendent,* Pan American World Airways System.

"Our company is using ARINC reliable tubes wherever possible. Experience has shown that equipment using these tubes seldom causes delays from tube failure."

J. H. CARMICHAEL, *President,* Capital Airlines.

"The effect of using ARINC tubes in our equipment became immediately apparent. Off-schedule removals of airborne equipment due to tube failures have been materially reduced."

J. R. CUNNINGHAM, *Director of Communications,* United Air Lines.

"During a six months' carefully controlled comparison service test, ARINC tubes required only ¼ as many replacements as first quality standard brand tubes."

FRANK R. WAGNER, *Supervisor of Radio, Electrical and Instrument Engineering,* TWA

"We have four VHF Navigation Receivers which have been in service for more than 1,000 hours each. Of the 104 ARINC tubes used, we have not had a single failure."

J. LANE WARE, *Supervisor of Communications Engineering,* National Airlines.

★★★ **A pioneer in** manufacturing ARINC ★★ tubes, G.E. offers nine 5-star types which set new standards of dependability and long life. Specify these tubes in electronic circuits now on your boards, to increase safety factor . . . reduce upkeep costs . . . *build reputation* for your equipment!

G-E 5-star ARINC tubes are a joint achievement of Aeronautical Radio, Inc., and General Electric Co. Built with exacting care—individually tested—they accent the reliability of altimeters, radio compasses, h-f receivers, other apparatus that guides air passengers safely to their destinations.

Learn more about G-E 5-star tubes! Write for Bulletin ET-B29A, which tells the story of their design, manufacture, and testing . . . describes and rates the various 5-star types . . . shows how *you,* as equipment builder or designer, can profit from their superior performance! *General Electric Company, Electronics Department, Schenectady 5, New York.*

GL-5654—Sharp-cutoff r-f pentode
GL-5670—H-f twin triode
GL-5686—Power-amplifier pentode
GL-5725—Semi-remote-cutoff r-f pentode
GL-5726—Twin diode
GL-5749—Remote-cutoff r-f pentode
GL-5750—Pentagrid converter
GL-5751—High-mu twin triode
GL-5814—Medium-mu twin triode

GENERAL ELECTRIC

195-X4

Open Mike

(Continued from page 14)

pening to radio? $50 or $60 isn't a living wage in these times even for a single person. Is radio looking for rich playboys to dabble in broadcasting—or do they really want experienced men of substantial background? . . .

Anna Mae Collin
Rockford, Ill.

* * *

FM's Alive and Kicking

EDITOR:

I would like to comment briefly on your editorial "FM's Aches-TVs Balm?" in the June 11, 1951, edition of BROADCASTING • TELECASTING.

Forgetting for a minute the present furor over FM's specialized services, (which, incidentally, I believe will result in the Commission's eventual blessing of these services under reasonable regulation), there are a few things that must be taken into consideration in connection with any proposal to use a portion of the FM band for three additional television channels.

You state that "substantial engineering opinion supports the view that the fewer than 700 FM stations might well be accommodated in two megacycles." This might be true if you could space these 700 FM stations over the country solely from an engineering and geographical standpoint, neglecting of course, the economics of the situation.

Inasmuch as I am quite familiar with the Chicago situation, I call to your attention the following facts:

There are 18 FM stations on the air in Metropolitan Chicago now.

Of these 18 FM stations—

- 9 provide program service, no part of which is heard on AM;
- 3 provide the only evening program service for daytime AM affiliates;
- 5 provide substantially greater coverage than their AM affiliates;
- 1 is the only Chicago outlet for many ABC programs;
- 4 are the only radio stations in their communities.

According to a survey taken in April, 1951, by a very reputable nationally known organization, over one million people regularly listen to these 18 FM stations.

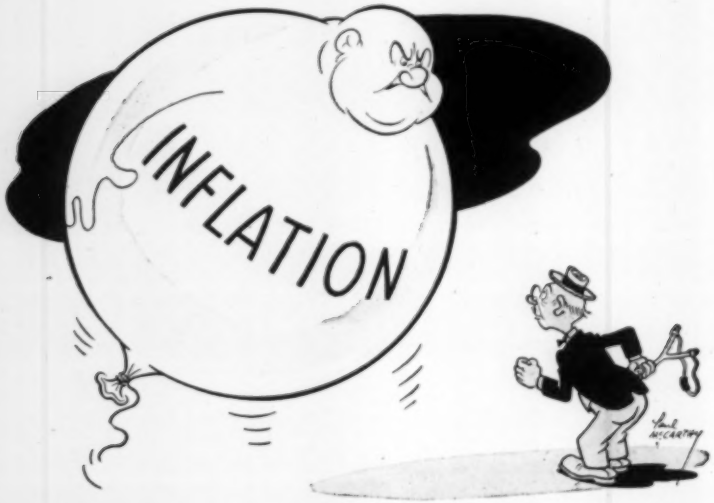
I defy any engineer to figure out how these 18 stations could operate on the suggested two megacycles or 10 channels.

We and many others have been fighting for successful operation in spite of many artificial handicaps for some years, and you may be sure that any attempt to take part of the FM band for television would be resisted with the maximum effort.

WEAW has a sufficient number of listeners who count on it for valued program service to justify the continuing of advertising expenses by over 100 advertisers. . .

Edward A. Wheeler
President WEAW(FM)
Evanston, Ill.

[EDITOR'S NOTE: Mr. Wheeler, one of the country's more energetic and successful FMer's, has a point on accommodation of nearly 700 FM stations in two megacycles, in two or three of the larger markets. But is there assurance that the FM station population in these markets will be maintained? Moreover, there's other adjacent VHF space that could be utilized.]



A GIANT problem with a SMALL solution

The problem is INFLATION, defined as "a large price rise lasting a long time." Because it cheapens dollars, inflation dislocates our national economy and endangers our standards of living.

So what's to be done about it? The Mutual Life has long taken an active part in combating inflation. We have advocated anti-inflation measures to our million policyholders, as well as to others in a position to influence, or actually form, public policy. The Company has also supported the campaign against inflation conducted by the Institute of Life Insurance.

But the ultimate solution rests with the individual . . . with the worried little man cartoonists use to symbolize *the public.* What he does in the months ahead will have an important effect on the fate of inflation.

To fight inflation, the individual should buy less, save more, borrow less and support government efforts to economize and "pay as it goes."

The Mutual Life is currently making available to radio stations a 15-minute dramatic and entertaining transcription on the subject of inflation. The material is handled in simple, down-to-earth style. We'd be glad to tell you more about it.

WEATHER ★ STAR ATOP OUR HOME OFFICE — FLASHES OFFICIAL WEATHER FORECASTS

THE MUTUAL LIFE
INSURANCE COMPANY of NEW YORK

1740 BROADWAY AT 55TH STREET · NEW YORK 19, N. Y.

MILWAUKEE

Awards Announced

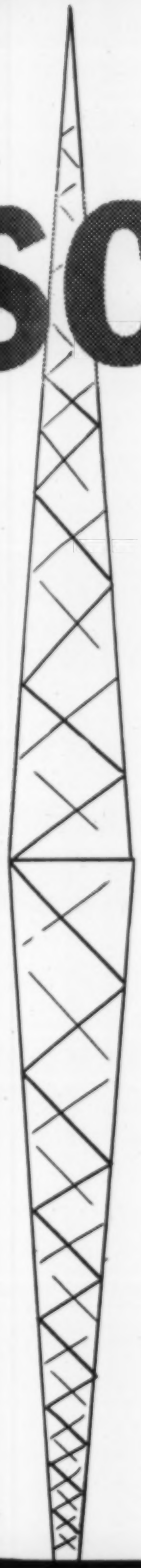
MILWAUKEE COUNTY Radio & Television Council has announced its radio awards and TV mentions after tabulating more than 10,000 votes from members of affiliated civic and social groups. Because Milwaukee is a one-TV station market, only mentions were given in the video groupings, according to the awards chairman, Dr. Ella Clark of Marquette U.

WOKY earned first place among programs for young children with *Playtime for Children.* First place went to WTMJ in programs for children from 9 to 12 for *Young Moderns* and *Author Talks Book*s with WISN winning top citation in the teenagers category for *Your Question Please.*

Three groups of public service shows were ranked by council members. In the personal and social problems division, WISN and WEMP tied for first place with *Road to Tomorrow* and *Marquette Workshop.* WISN and WTMJ tied for first in the public issues classification, with *Common Council* from the mayor's office, and *Mr. Jaycee.* WTMJ's *Kilowatt Hour* earned the top award in the cultural classification.

Honorable mentions went to WISN for its *Conservation Trail* and *School Concert Series,* to WTMJ for *Lest We Forget* and to WFOX for the *Jesu Mass Broadcast.* Mention was also given to WISN WFOX WEMP and WMIL for the combined coverage of MacArthur's homecoming.

Local video shows telecast by WTMJ which were cited included *Sunday Morning Church Services,* the *Explorers' Club,* the *Library Story* and the day-long MacArthur coverage. Network shows mentioned were *Mama, John Cameron Swayze, Kieran's Kaleidoscope, Voice of Firestone* with Howard Barlow, *Pulitzer Prize Playhouse* and the Senate Crime Hearings.



what's happened to radio in

SCRANTON WILKES-BARRE ?

WGBI

makes it bigger, better, more profitable than ever in the Nation's 21ST Market!

Scranton's strictly a radio town—no television stations in Wilkes-Barre or Scranton. It's strictly WGBI's town too . . . with consistently phenomenal Hoopers like these to prove it: Mornings 61.1, Afternoons 53.6, Evenings 71.6!

Scranton—Wilkes-Barre and its 674,000 Pennsylvanians are too important for any advertiser to overlook. Include them next time you're making plans . . . along with the one station that sells them morning, noon and night!

(Figures from Hooper Radio Audience Index: March-April 1951)

WGBI

Mrs. M. E. Megargee, President — George D. Coleman, General Manager

CBS Affiliate 910 KC 1000 Watts Day 500 Watts Night

JOHN BLAIR & COMPANY

NATIONAL REPRESENTATIVES

WGBI MOVES UP with a brand new 265 foot tower now located only 11 air miles from Wilkes-Barre. All new transmitting equipment, too . . . giving more spending people better reception than ever before!

KVOO RATE FACTS

	1942	1951
Radio Families	159,599*	472,330**
Minus TV Families (on the basis used by the ANA)		69,800***
Net "Radio-only" Families	159,599	402,530
Basic hour rate (network)	$260.	$300.
% Increase radio families		+152%
% Increase hour rate		+ 15%
If rate were adjusted to audience increase, KVOO's rate should be		$655

*NBC Survey, 1942: **BMB—1949 + 3.6% adjustment to 1951:
***NBC Estimate, March 1951

Latest Tulsa Hooper shows KVOO again leads by substantial margins morning, afternoon and night.

KVOO

Oklahoma's Greatest Station

50,000 WATTS 1170 KC NBC AFFILIATE

new business

Spot • • •

CREAM-WIPT FOOD PRODUCTS Co., Phila., planning summer advertising campaign using heavy schedule on radio promoting use of salads on summer menus. Company currently using participating spots on WCAU Philadelphia and KDKA Pittsburgh. Agency: Harry Feigenbaum Adv., Phila.

LOUIS MILANI FOODS Inc., L. A. (1890 French Dressing and other food products), on varied schedule in 17 week campaign, has started sponsoring participation in home economic and personality programs on 28 California and Nevada radio and television stations. List includes KNBC KGO KFRC KCBS KJBS KYA KROW KFBK KERN KWG KMJ KOH KNX KFI KLAC KHJ KIST KGB KITO KVEN KRON-TV KGO-TV KPIX (TV) KECA-TV KLAC-TV KNBH (TV) KTTV KTSL (TV). Agency: Marketers Inc., L. A.

LIBBY, McNEILL & LIBBY, Chicago, for its pineapple juice, sponsoring heavy saturation campaign of about 10 TV spots weekly in Chicago, New York and Philadelphia for 13 weeks. Agency: Foote, Cone & Belding, Chicago. Schedule may be extended later.

MAIER BREWING Co., L. A. (102 Beer), with cooperation of Greater Los Angeles Press Club June 20 starts weekly 30 minute *Press Conference* on KECA-TV that city. **Chet Huntley** will be moderator. Contract is for 26 weeks. Beer firm has started 15 minute *Lee Wood News* thrice weekly for 52 weeks on KTSL (TV) Hollywood and sponsors 2½ hour Friday night *Wrestling* on KLAC-TV same city. Film spots are used on KFMB-TV San Diego. Company in addition sponsors five weekly 15 minute transcribed *Lonesome Gal* on KHJ KMPC Hollywood and KERN Bakersfield; transcribed thrice weekly *Philo Vance* and twice per week *Boston Blackie* on KECA Los Angeles; participation in daily *Swing Time* and *Joe Adams Show* on KOWL Santa Monica. Spot announcement schedule is maintained on seven Southern California stations. List includes KFI KNX KHJ KECA KITO KLAC KMPC. Agency: John I. Edwards & Assoc., L. A.

Network • • •

WILDROOT Co., Buffalo, to sponsor 15-minute segment of CBS *FBI In Peace and War* being dropped by **PROCTER & GAMBLE**, while **GENERAL MILLS** will continue sponsorship of other half through summer, Thursday, 8-8:30 p.m. Agency: BBDO, N. Y.

PET MILK SALES Corp., St. Louis, renews *Fibber McGee & Molly*, Tuesday, 9:30-10 p.m., on NBC for another 37 weeks effective in late Sept. Agency: Gardner Adv., St. Louis.

SUMMER replacement for *Big Story*, sponsored by American Cigarette and Cigar Co. (Pall Mall cigarettes), will be *The Door With No Name*, starting July 6 for eight weeks, 9-9:30 p.m. Fri., on NBC-TV. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

M. & M. Ltd., Newark, N. J. (candy), through William Esty Co., N. Y., renews its alternate-Sunday sponsorship of *Super Circus*, over ABC-TV, 5-6 p.m., effective Aug. 12 through Jan. 27, 1952. Bauer & Black (for Curity First-Aid Supplies) will sponsor 5:30-6 p.m. portion for five-week hiatus period preceding Aug. 12.

ANHEUSER-BUSCH Inc., St. Louis (beer), June 9 began sponsorship of *Budweiser Summer Theatre*, featuring full-length motion pictures, principally English produced, over CBS-TV, Sat., 8-9 p.m., as summer replacement for *Ken Murray Show*. Agency: D'Arcy Adv. Co., St. Louis.

COLGATE-PALMOLIVE-PEET Co., Toronto (soaps), as summer replacement for 15 weeks, starts *Strike It Rich* replacing *The Happy Gang* on Trans-Canada network, Mon. through Fri., 1:15-1:45 p.m. Agency: Spitzer & Mills Ltd., Toronto.

GENERAL MILLS, Minneapolis, renews sponsorship of *Betty Crocker Magazine of the Air*, Mon. through Fri., 10:30-10:45 a.m., on ABC, effective June 4 for 52 weeks, with stations increased to 207. Agency: Dancer-Fitzgerald-Sample, N. Y.

BLOCK DRUG Co., Jersey City (Amm-i-dent), to sponsor *No School*

(Continued on page 80)

KRNT NOW CBS IN DES MOINES

NOW
MORE THAN EVER
YOU'RE RIGHT
WHEN YOU BUY
KRNT
THAT
KNOW-HOW*
GO-NOW**
STATION WITH THE
FABULOUS PERSONALITIES AND
ASTRONOMICAL HOOPERS

BUY THAT Very highly Hooperated, Sales results premeditated, CBS affiliated Station in Des Moines!

KRNT
DES MOINES
THE REGISTER AND TRIBUNE STATION

★Leads Morning, Afternoon, and Evening (C. E. Hooper Audience Index, Oct. '50 thru Apr. '51).

★★Iowans *DO* "Go Now" when KRNT tells 'em what and where to buy! Listeners act and react, as shown by the fact that KRNT has by far the most local advertisers . . . has had the most the longest!

REPRESENTED BY THE KATZ AGENCY

In The Public Interest

Narcotics Law

WTIC Hartford, Conn., claims credit for passage of a state narcotic law patterned after its own recommendations. Paul W. Morency, WTIC vice president and general manager, and Leonard Patricelli, program manager, enlisted aid of the state police commissioner to get action on a proposed bill pending before legislature. Bill was passed 24 hours before it adjourned. Mr. Morency supported project adopted by station's *Mind Your Manners* program, which began crusade for more stringent laws. Subsequent teen-age programs featured discussions of the problems. WTIC prepared special radio announcements urging citizens to contact their representatives at the state capitol. Copies also were supplied to other stations in the state. WTIC plans to mail copies of new law to all NBC affiliates in major cities, with an appeal to station managers for comparable efforts.

Gas Failure

KELO Sioux Falls, S. D., offered its facilities for broadcasting vital information to the public when a gas line exploded, cutting off the gas supply to a 20-mile area. Announcements kept public abreast of repair work and told listeners how to handle their own gas appliances to prevent serious property damage and physical injuries. Station was commended by the Central Electric & Gas Co., Sioux Falls, for "grand job" of radio coverage, failing which "a very serious situation would have developed."

* * *

Polio Fight

KFMO Flat River, Mo., received the Homer P. Rainey Award from the Missouri State Polio Foundation for outstanding efforts in raising funds to fight polio. KFMO was given award on May 1 for this year's broadcasts in which St. Francois County took part since last February. Station claims this has been the "major means" of raising quota for county. James F. Collins, KFMO manager, conceived the idea in 1948 and each year station has presented the Big Broadcast. Last year's drive raised $10,000 in two broadcasts.

* * *

Citizenship Day

KTLN Denver broadcast the 12th annual "I Am An American" Day program at the City Auditorium May 20, including naturalization ceremonies. Station claims that, by virtue of its weekly 18 hours of foreign language entertainment, it reached 300,000 - plus foreign-language citizens, through the exclusive broadcast. KTLN features Spanish, Mexican and Italian disc jockey programs.

* * *

Circus Party

BENEDICT GIMBEL JR., president of WIP Philadelphia, played host to 5,000 under-privileged children at the 37th annual Gimbel Bros. Circus Party May 21. Children came as guests from 86 Philadelphia institutions, including hospitals, orphanages, playgrounds, schools and charitable and religious organizations. The Circus Party is a tradition established in 1925 by Mr. Gimbel's uncle, the late Ellis A. Gimbel, merchant-philanthropist.

* * *

'Fair Trade'

NEWSMEN at WMT Cedar Rapids, Iowa, claim they promoted a "fair trade" with the police by exchanging one of the state's most elusive criminals for an exclusive interview. A former WMT regional correspondent tipped off the station on the location of Frank Karpa, who had stolen a truck and engaged in jailbreaking. Newsmen Cole Mc Martin tipped the police and later obtained a spot interview.

* * *

YMCA Appeal

APPEAL by WEST Easton, Pa., for six electric toasters to be used at a YMCA camp in the Pennsylvania mountains brought in pledges for 34 of the items within 2 minutes of an announcement by Disc Jockey Ted Pierce May 31. Mr. Pierce's program, *D-J Club*, is heard daily, 12:30-1:30 p.m.

* * *

'Cancer Crusade'

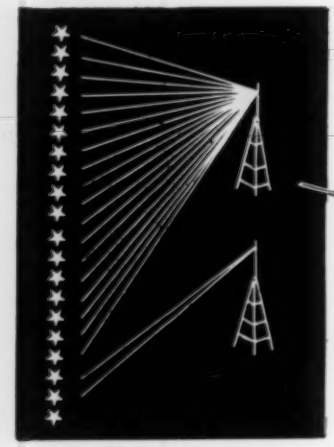
TOTAL of $7,926 was raised by WHAS-TV Louisville, Ky., as a result of its 11-hour *Cancer Crusade* held last in April, Victor A. Sholis, vice president and director of WHAS-AM-TV, announced four night ago. Money was turned over to Kentucky and Indiana divisions of American Cancer Society. Participants in broadcast drive included county leaders and WHAS-TV talent. Local groups assisted in answering phone calls which, at one point, came in at the rate of 24 per minute. All pledges were announced on the air.

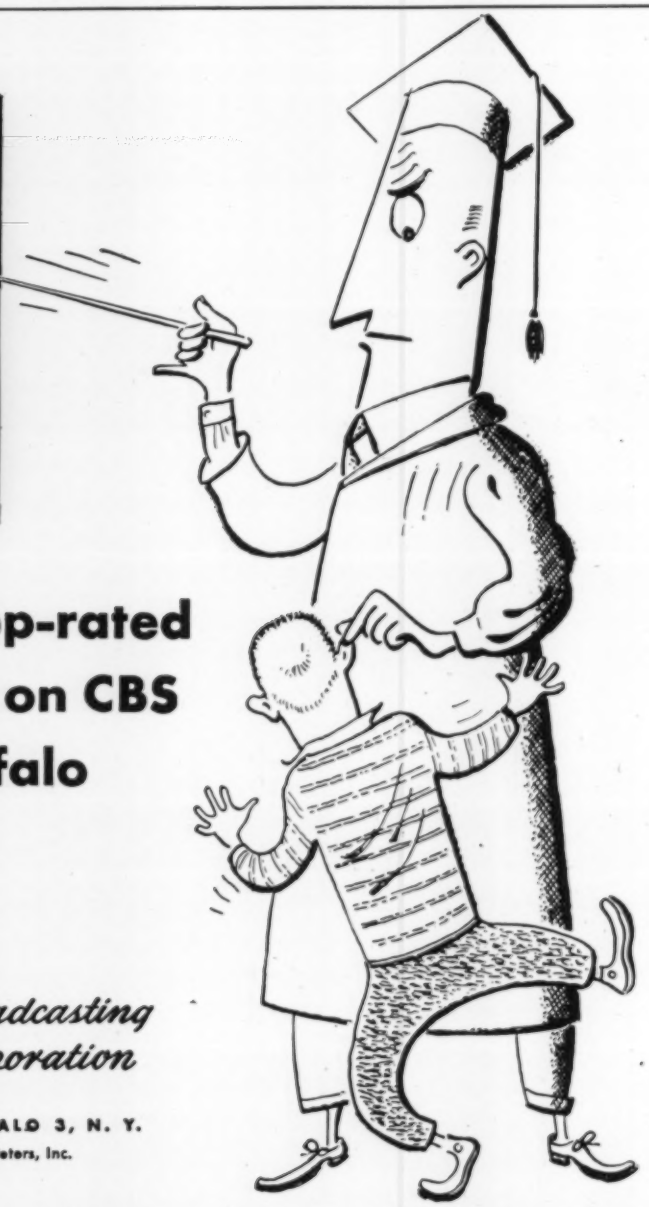
* * *

Fund Drive

A FUND drive seeking contributions for a kids' summer camp w

(Continued on page 80)





18 of the 20 top-rated programs are on CBS . . . and in Buffalo CBS is WGR

WGR 550 *Broadcasting Corporation*

RAND BUILDING, BUFFALO 3, N. Y.

National Representatives: Free & Peters, Inc.

Leo J. ("Fitz") Fitzpatrick

I. R. ("Ike") Lounsberry

Oh say can you see-

"That's Jonesey—putting out his flag again.

"He hasn't missed one Sunday in the eight years we've been neighbors. I used to kid him about it a lot. Asked him why didn't he buy a cannon to shoot off with it. He took it good-natured-like. But we got to talking last week about war in general. That was the first time I even knew he had a son.

"His boy, Joe, enlisted right after Pearl Harbor and got overseas fast. When young Joe came back, Jonesey met him at the railroad station, stayed up with him all night and rode out with him to the cemetery on the hill. After it was all over, the sergeant gave Jonesey the flag that had covered Joe. *That's it over there.* I don't kid Jonesey any more.

"Instead, I've been listening respectfully when he talks about the flag . . . only when *he* says it, it's Flag. With a capital F. Same capital F he puts on Freedom, which is what he really means. Jonesey sure made me think about Freedom a lot. For instance . . .

"When I vote, nobody knows where I put my X's. Nobody puts me in jail for picking out my own church. And no teachers tell my kids to spy on me and turn me in because I squawk about taxes or high prices. And when I told my boss I was quitting to open a little grocery with the dough I'd saved in war bonds, he wished me luck and said he'd have his missus buy their groceries from me.

"That's what Jonesey meant when he said our Freedom is right under our noses. Can't feel it or see it. But it's there just the same, wrapped up in every star and stripe in that Flag across the street.

"And, if you'll excuse me, I'm going outside and hoist *my own* Flag, too . . . just bought it last night. 'Oh say can you see?' *I sure can . . . now!"*

REPUBLIC STEEL

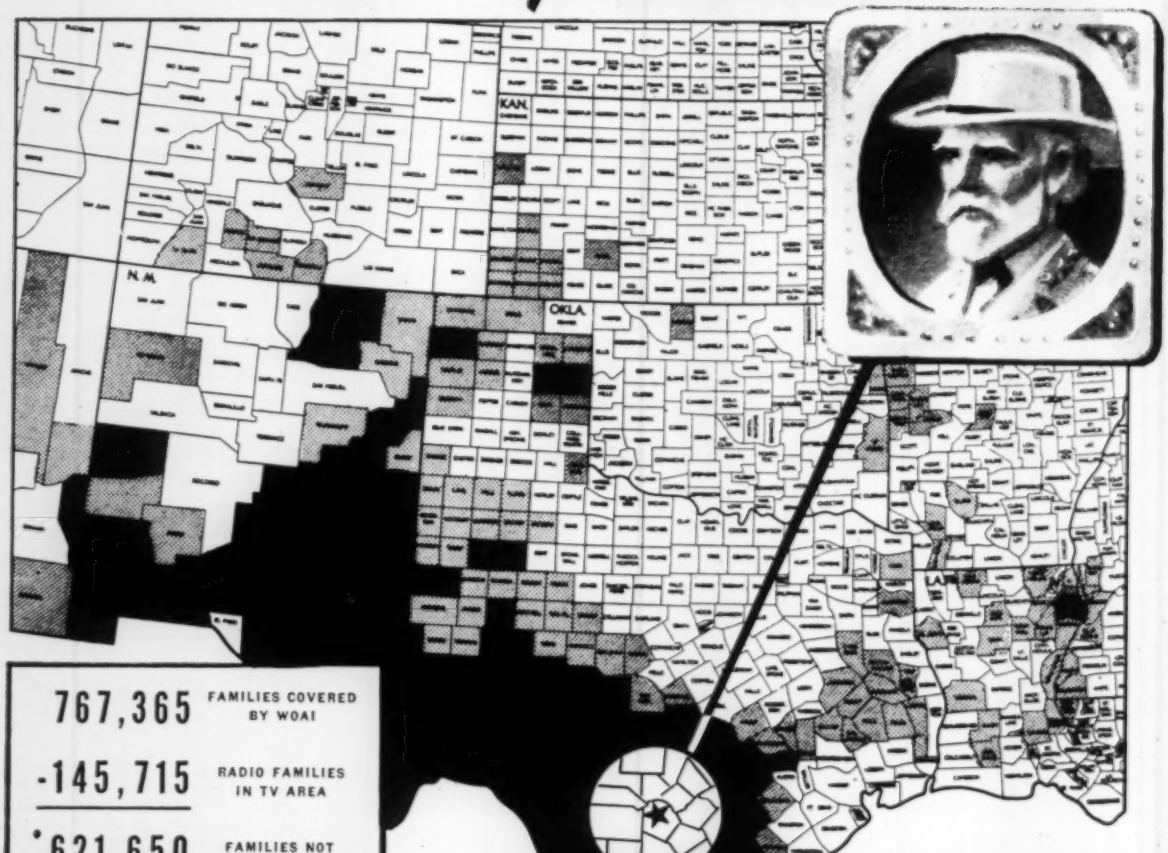
Republic Building, Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free . . . an America who owes much of her prosperity to her many huge industries that provide her people with the world's finest living. *Through these many industries, Republic serves all America.* A typical example can be found in the Petroleum Industry whose products furnish much of the nation's power, heat and light. In this production, too, steel plays a vital role . . . carbon, alloy and stainless . . . much of which comes from the many mills of Republic.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M Republic Steel, Cleveland 1, Ohio.

What IF *they* SECEDE?



767,365	FAMILIES COVERED BY WOAI
-145,715	RADIO FAMILIES IN TV AREA
*621,650	FAMILIES NOT IN TV AREA

Figures BMB+3.6% to 1951 based on ANA Report.

We don't hold with those who—as ANA—suggest that a TV home is completely and forever lost to radio, but suppose every radio family in WOAI's area which could conceivably become a TV home (only a little more than one-fourth are TV homes now) did secede from WOAI's 28-year history of dominant coverage. 621,650 homes outside the TV area still would be served by WOAI. That's 77% more homes than WOAI served in 1942. WOAI's rate has increased only 13% since 1942. Hooper shows WOAI leads in audience morning, afternoon and night. WOAI is a better than ever buy!

So

Even if every radio family in WOAI'S TV area should secede, WOAI, instead of cutting rate, still might logically increase its rate by a very substantial amount.

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

San Antonio
25th AMERICA'S FASTEST GROWING MAJOR CITY

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis
Dallas, San Francisco, Detroit

BROADCASTING
TELECASTING

Vol. 40, No. 25 WASHINGTON, D. C., JUNE 18, 1951 $7.00 A YEAR—25c A COPY

RADIO-ADVERTISER LIAISON

ANA, Affiliates Group Meet

BUYERS and sellers of radio time are seeking an operating formula under which they would cooperate to attain their common goal—sale of goods and services.

This bright spot in the troubled radio advertiser-radio station scene developed Thursday as members of the radiowide Affiliates Committee met with leaders of the Assn. of National Advertisers.

The two interests—medium and buyer—have been shooting at each other since ANA came out last summer with a series of figures designed to cut radio rates off at the knees because of television's impact.

Radio operators suffered two setbacks this spring when (1) ANA unleashed a new series of figures, and (2) CBS touched off a series of network radio rate cuts.

Hope for development of closer and continuing liaison between radio and its advertisers was voiced Thursday by Paul W. Morency, chairman of the Affiliates Committee, after an initial three-hour conference with ANA leaders.

Mr. Morency described the conversations as "very satisfactory" and said he was pleased that they had turned up "no areas of violent disagreement" between advertisers and radio men. Another meeting is planned in about two weeks.

Interest Is Common

Mr. Morency, of WTIC Hartford, who was accompanied at the session by Committeemen Clair McCollough of the Steinman Stations and Edgar Kobak of WTWA Thomson, Ga., said he had found no evidence that the ANA officials are not interested in maintaining radio on a strong basis, "just as we are interested." He felt that frequent contact between radio and advertisers would lead to better understanding of common problems and work to the advantage of both groups.

In another Thursday meeting the three Affiliates Committee members conferred with a subcommittee from the National Assn. of Radio & Television Station Representatives to canvass means of cooperation with the committee in its efforts to bolster radio's rate structures.

"We found many areas of agreement and none of disagreement," Mr. Morency reported, asserting that the NARTSR group had reasserted its support of BAB and would work to secure greater backing of both BAB and the Affiliates Committee.

In the meantime CBS, whose cut in its network radio rates prompted spontaneous formation of the industry-wide Affiliates Committee, announced it was "the first of the major networks to report a 100% acceptance" of its rate cut by its affiliates.

ABC two days earlier reported it had advised advertisers and agencies that its affiliates had accepted the ABC reduction in time costs. NBC officials said all but about a dozen of its affiliates have agreed to make the NBC rate reduction effective July 1—the date set by the other networks and requested by NBC—and that the remaining dozen had agreed to accept the cuts when the full 90-day notice provided in affiliation contracts expires Aug. 3. Mutual's rate adjustment, last to be announced, has the approval of the new Mutual Affiliates Advisory Board.

The ANA group at the conference with the Affiliates Committee representatives was composed of ANA President Paul West; N. H. McElroy of Procter & Gamble; George Duram of Lever Bros., chairman of the ANA committee which conducted the second ANA radio rate study, and Walter Lantz of Bristol Myers.

Purpose of Session

The session was called as an exploratory one and did not consider the specific question of radio rates —a subject which ANA officials declared taboo when they agreed to the meeting. With ANA President West slated to be away for several weeks, Mr. McElroy as ANA vice president will head the advertisers group at the next conference.

Representing NARTSR at the meeting with the Affiliates Committee were President Robert Meeker, of Robert Meeker Assoc.; Murray Grabhorn, newly named managing director of NARTSR (see story page 24); Wells Barnett Jr. of John Blair & Co., and Joseph Weed of Weed & Co.

Mr. Morency said no date had been set for the next meeting of the full Affiliates Committee, but that the members will be given a full report of the ANA and NARTSR conferences.

The network time-cost reductions which led to creation of the Affiliates Committee will give advertisers 10 to 15% off on afternoon and evening time. Only the CBS cut had been announced at the time the committee was formed, but after one round of conferences with officials of the other networks, committee men were convinced that the other networks would shortly follow suit. Mutual's rate-adjustment announced almost three weeks ago made it a clean sweep.

TIME SALES

Four Networks Gross $15,921,908

GROSS time sales of the four nationwide networks during April 1951 totaled $15,921,908, according to the records of Publishers Information Bureau. More significant than the number of dollars, however, is the fact that this total is slightly (0.02%) ahead of the $15,918,672 gross for the month of April 1950, reversing a downward trend which for a year or more has found each month's combined gross almost invariably falling behind the total for the same month of the previous year.

Cumulative figures for the first four months, for example, show a 1951 combined network gross of $64,054,755, a drop of 1.8% from the $65,252,973 figure for the first third of 1950.

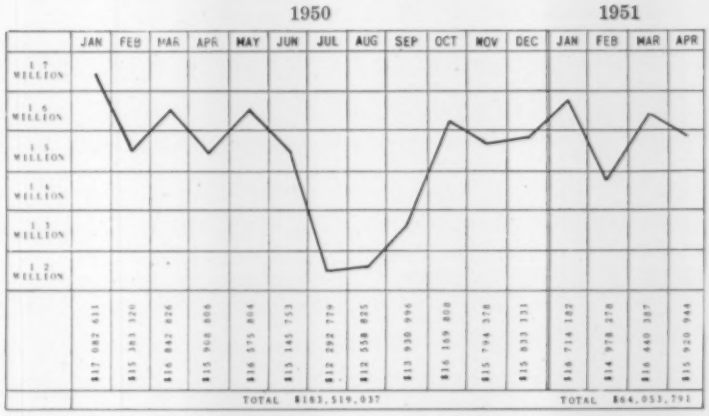
Of the four national radio networks, CBS and MBS made gains in April 1951 over April 1950. Billings of the other two, ABC and NBC, were less last April than the year before, but their losses were not enough to overcome the gains of CBS and MBS.

Last April was the month in which CBS announced its rate reductions, a move described by that network as forced by the threats of advertisers not to renew schedules at prevailing rates. The PIB report emphasized that the rate cut decision was made in recognition of future withdrawals of sponsors, since business in the CBS shop at the time of the rate cut decision was bigger than it was the year before. Billings for April 1951 and April 1950, were:

Network	April 1951	April 1950
ABC	$2,975,078	$3,128,603
CBS	6,509,147	6,054,738
MBS	1,539,801	1,441,452
NBC	4,897,882	5,284,013

The list of top 10 network clients for April of this year shows little

(Continued on page 38)



NETWORK gross billings for 1950 and 1951 are indicated by months on the above graph. It will be noted that the totals for April 1951 are slightly above those for April of 1950 although January, February and March totals in 1951 are all below the same periods in 1950. Figures are from PIB.

NARTSR ELECTS

Grabhorn Named Managing Dir.

MURRAY GRABHORN was unanimously elected managing director of the National Assn. of Radio and Television Station Representatives at its regular membership meeting in New York Wednesday. He succeeds T. F. Flanagan, managing director of NARTSR since its formation in 1948, who resigned because of ill health, NARTSR President Robert Meeker, head of Robert Meeker & Assoc. announced following the meeting.

Mr. Grabhorn

Mr. Grabhorn, until recently ABC spot sales supervisor, has been associated with broadcasting for more than 22 years. Starting in 1928 with the Don Lee Broadcasting System as a salesman with KHJ Los Angeles, he became sales manager of KHJ and then of KFRC San Francisco.

Moving in 1935 to New York as manager of the John Blair & Co. offices there, he returned in 1937 to Los Angeles as manager of KECA, then operated by the Hearst Newspapers as KEHE. In 1938, he was moved to New York as vice president and general manager of Hearst Radio Inc., later known as International Radio Sales.

In 1941, Mr. Grabhorn worked with the Philco Radio and Television Corp. on a special assignment, following which, in 1942, he moved to ABC.

A member of the Radio Pioneers and of the Radio Executives Club of New York, for which he has served two terms as president, Mr. Grabhorn's appointment becomes effective July 1. However, he met June 14 with the NARTSR subcommittee and a group from the Affiliates Committee to discuss ways of repelling further inroads on the radio price structure (story page 23).

Mr. Grabhorn was to assume the post of general manager of WPTR Albany last Friday [BROADCASTING • TELECASTING, June 4].

In view of the NARTSR developments, Robert L. Coe, radio-television consultant for the Schine interests, announced the appointment of Morgan Ryan to be WPTR general manager, effective today (Monday). Mr. Ryan is a former ABC executive.

ABC-UPT DEAL

Justice Dept. Eyes Phases

JUSTICE Dept. scrutiny of the proposed ABC-United Paramount Theatres merger was underway last week.

H. Graham Morison, head of the anti-trust division, revealed that Justice had requested in writing full details of the $25 million merger.

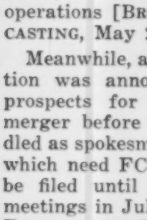
The "close interest" exhibited by Justice reportedly stems from the aspect of the merger which might put UPT back into production, thereby partially undoing the consent decree of March 1949.

Under the consent decree, the government required old Paramount Pictures to separate its film production activities from its distribution and theatre-ownership operations [BROADCASTING • TELECASTING, May 28].

Meanwhile, although the transaction was announced on May 23, prospects for completion of the merger before late summer dwindled as spokesmen said applications which need FCC approval will not be filed until after stockholders' meetings in July [BROADCASTING • TELECASTING, June 11].

Gannon Leaves B&B

CHARLES F. GANNON, vice president and public relations director of Benton & Bowles, has resigned [CLOSED CIRCUIT, June 11] to form a new firm, Armstrong, Gannon & Assoc., in New York and Washington, D. C. It will specialize in industrial public relations accounts. Spencer Armstrong is the director of Opinion Leaders of America and was previously director of the Bituminous Coal Institute.



Mr. Gannon

MBS News Increases

SINCE June 25, 1950, when the North Koreans crossed the 38th parallel, MBS has almost doubled its program time devoted to news, th network stated last week. Prior to that date Mutual presented a total of 4 hours and 45 minutes of news broadcasts weekly. Today the network schedule includes news programs totalling 7 hours and 45 minutes a week.

Hudson Using Ziv

HUDSON MOTOR Car Co., Detroit, through Brooke, Smith, French & Dorrance, same city, is spotting five Ziv transcribed shows in 53 cities for 13 weeks. They are *Bold Venture*, *Boston Blackie*, *Guy Lombardo*, *Philo Vance* or *Favorite Story*.

EVANS NAMED

Succeeds Wallace at NBC

APPOINTMENT of Jacob A. Evans, manager of sales development, advertising and promotion for NBC National Spot Sales, as manager of radio advertising and promotion, effective today (Monday), was announced last week [CLOSED CIRCUIT, June 11]. He succeeds George W. Wallace who resigned to join *Reader's Digest International*.

John K. Herbert, vice president and general sales manager for radio, announced the promotion of Mr. Evans, who joined the network's New York offices in 1946 as a sales promotion writer. He became manager of audience promotion in 1947 and was advanced to the National Spot Sales post in 1948.

Before joining NBC he was radio music conductor and a composer at WJR extension studios, Ann Arbor, Mich., and in 1946 became sales manager of KSTT Davenport, Iowa.

A native of Birmingham, Ala., Mr. Evans was educated at Western Kentucky College, Bowling Green, Ky., and at the U. of Michigan, from which he holds a master's degree in music. He served during World War II in the Air Force and was overseas in the Marianas Islands area.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"Run 'um like hell, Swift Antelope! Tell 'um Great White Squaw before she leaves Washington we want 'um new reservation too!"

ACKERMAN BACK

Renamed CBS Vice President

HARRY S. ACKERMAN, who stepped down from a CBS vice presidency a year ago, was returned to that post in charge of network programs in Hollywood last week in a move which was seen as a forerunner to other CBS executive changes.

Howard S. Meighan, vice president and general attorney, who is in charge of Hollywood operations including sales, station operations and general administrative functions, is slated to return to New York shortly. Reports that he would return to the New York headquarters have persisted for several months, and indications last week were that the return may come this month.

Mr. Ackerman's election to a vice presidency came Wednesday at a board of directors meeting which also named James B. Conkling, president of Columbia Records, to the CBS board membership recently vacated by the resignation of Isaac D. Levy [BROADCASTING • TELECASTING, June 4]. The board meeting coincided with the CBS stockholders meeting at which Columbia's acquisition of Hytron Radio & Electronics Corp. was approved (see story page 25).

Mr. Ackerman gave up a vice presidency last June in order to share in equities in shows he created. At that time he became executive head of production and was signed to a new long-term contract by the network.

Mr. Conkling

Mr. Ackerman

He has been with CBS since 1948 when he left the vice presidency in charge of radio program operations for Young & Rubicam to become CBS executive producer. He had been with Y&R since 1936. Named CBS director of network programs in Hollywood, in June 1948, he subsequently was advanced to the vice presidency which he gave up in June 1950.

KATY Joins ABC

KATY San Luis Obispo, Calif., has affiliated with ABC, becoming the networks' 297th radio affiliate ABC announced last week. The station, which is managed by Jo Rider and owned by the Pacific Broadcasting Co., transmits full time with 250 w on 1340 kc.

TV'S BIG CHANCE

Ford Foundation Offer Poses Challenge

COMMERCIAL telecasters, facing a direct challenge from the Ford Foundation to show the sort of job they can do in TV education, assemble in Washington Friday to decide how to meet the challenge and how to maintain high program standards.

Creation of an agency to guide TV stations in meeting this challenge may emerge from the all-industry station conference, called a month ago by NARTB to deal with growing criticism of video programming.

At the time the meeting was arranged [BROADCASTING • TELECASTING, May 21], NARTB's Television Program Standards Committee was concerned over the "ever-increasing swell of criticism directed against television programming from many sources."

The committee was worried about well-organized efforts being made by educational groups to secure control of a very considerable portion of the frequencies available for TV uses."

Last week, however, the whole tenor of the Friday all-industry TV meeting was changed by announcement from Ford Foundation that it believed commercial telecasting, with a billion dollar potential, "will be the real impact of television on this country—on its level of information, its emotional maturity and its unconscious behavior patterns" [CLOSED CIRCUIT, June 11].

Fears Dispelled

The foundation, according to James Webb Young, its consultant, feels it should "work within this stream to promote educational telecasting."

This recognition of the power of commercial TV brought immediate approval, of course, from telecasters. It dispelled fears that the heavily endowed foundation had become over-run with anti-commercial pedagogists who didn't like sponsored telecasting.

At the same time the announcement caused some concern at the National Assn. of Educational Broadcasters lest the foundation lose interest in efforts to obtain TV allocations to accommodate non-commercial educational stations.

While plans for an advisory group to show the foundation what commercial TV can do along educational lines have not been put on paper, it was felt the all-industry meeting might come up with a concrete proposal.

Such a proposal could range from purely counselling committee to a fast-acting cooperative group representing telecasters, advertising agencies, educators and perhaps government.

With educators and TV critics turning the heat on telecast standards because of program calibre, time clashes, multi-spotting and obnoxious commercials, station operators will find themselves under many pressures when they meet Friday.

Actual agenda for the closed Friday meeting will be drawn up Thursday by the NARTB-TV Program Standards Committee, all of whose members are TV directors. Other TV directors have been invited to attend the Thursday meeting so the TV board can take up such problems as completion of NARTB's TV personnel and budget.

The Thursday meeting will come face to face with the Ford Foundation's challenge. Some observers contend the foundation's acceptance of the industry's position that it can do an educational job is a make-or-break proposal. If the industry fails to produce funds, know-how and personnel to implement the foundation's idea, then telecasters face the danger of being labeled video medicine men without proper conception of public service responsibility, it is contended.

NARTB headquarters was hopeful at the weekend that well over three-fourths of TV stations, perhaps more, will be represented at the all-industry meeting Friday. Site will be the Statler Hotel in Washington.

Robert D. Swezey, WDSU-TV New Orleans, is scheduled to open the Friday meeting as chairman of the program standards group. He will introduce Dr. Kenneth H. Baker, NARTB research director, who will review a TV programming analysis based on station logs for the May 6-12 week.

The analysis will cover ratio of commercial and sustaining programs, network and local sources, spot announcements and similar factors rather than program content.

Coy Is To Talk

FCC Chairman Wayne Coy is to appear at 11 a.m. for a discussion of the TV programming situation. It was believed he would answer questions from the floor.

Sen. Edwin C. Johnson (D-Col.), chairman of the Interstate & Foreign Commerce Committee, will address the luncheon session.

Afternoon agenda will include statements by industry members and frank discussion of the issues raised. In a nutshell, the industry expects to take a look at itself Friday in an effort to see where it is heading and decide if anything should be done about TV programming at this stage.

Suggestion has been made that TV stations should act quickly and develop a program for Mr. Young to submit to the Ford Foundation's board.

The educators' association became agitated Wednesday when it saw the exchange of correspondence between NARTB President Harold Fellows and Mr. Young, who had appeared a week before at the NARTB's television board meeting to outline his views.

Edward L. Bernays, famed press agent and chairman of NAEB's public interest committee, sent a hot telegram to Dr. Robert M. Hutchins, associate director of the foundation, asking him to clear up any implication in the Young letter that the foundation was opposed to educational channels for TV.

Mr. Young said, after reading the Bernays telegram, that he had expressed his position clearly in his letter to Mr. Fellows and had nothing to add.

While NAEB made snide reference to commercial TV and hoped the nation's level of information would not depend on "dictates of

(Continued on page 73)

CBS-HYTRON MERGER

Stockholder Groups OK

CBS MOVED into the radio and television manufacturing field as a full-fledged member last Friday with consummation of its purchase of Hytron Radio & Electronics Corp., after the respective stockholder groups had approved the $20 million exchange-of-stock deal on Wednesday.

Hytron, which owns Air King Products Co., now becomes a division of CBS, while Air King will become CBS-Columbia Inc., another division. Exact name of the Hytron division had not been decided, but officials said the "Hytron" identity would be retained.

Company officials estimate that Hytron, which has manufactured receiving tubes since 1921, ranks fourth in volume among the eight companies in that field and is among the first eight of approximately 25 picture tube manufacturers. Air King manufactures television and radio sets and phonographs, while an Air King subsidiary, Royal Wood Products Mfg. Co., manufactures TV and radio cabinets.

Three top Hytron-Air King officials—Chairman Lloyd H. Coffin and President Bruce A. Coffin of Hytron and President David H. Cogan of Air King—became CBS vice presidents upon the closing of the deal, and they and Frederick L. Chapman, a banker and member of the Hytron board, are slated for election to the CBS board of directors in July. Board Chairman William S. Paley and President Frank Stanton remain at the helm of the expanded CBS operation.

The name "CBS-Columbia" will be given to the Air King products.

The merger puts CBS in a position to manufacture its own brand of color TV receivers, despite the reluctance of other manufacturers to build sets for the FCC-authorized CBS-type color television system. Officials point out that Hytron's production of tubes, sets and cabinets and its facilities for stamping and plating chassis make it "more fully integrated than most other units in the industry." Air King already has demonstrated a new "Colorvision" set capable of tuning both CBS color and standard black-and-white, with deliveries scheduled for "late summer or early fall" [BROADCASTING • TELECASTING, June 11].

See Reasonable Production

In the face of shortages of critical materials, Hytron authorities feel they will be able "to maintain reasonable production unless there are greater governmental restrictions," even though "some of the components required . . . will be in critical short supply for the balance of the year."

An advance statement sent to CBS stockholders explained:

As is customary in the industry, Hytron and its subsidiaries endeavor to have more than one source of supply for any article and this is true of all major components of Hytron's products except glass bulbs for its receiving tubes. The latter are purchased from one supplier without any long-term contractual relationship. Bulbs for television picture tubes are purchased from two suppliers.

Air King purchases its materials from several hundred sources of supply and in nearly every case each item is purchased from several sources with the major exception of tubes, substantially all of which it purchases from Hytron. . . .

Both Hytron and Air King hold standard RCA patent licenses, relating respectively to radio and TV receiving tubes and to radio and TV sets and phonographs. Air King also holds a Hazeltine Corp. license under patents relating to radio sets, phonographs and reproduction apparatus.

The Hytron companies' consolidated dollar sales in 1950—which totaled $40.5 million—came approximately 25.6% from TV picture tubes; 25.2% from radio and TV receiving tubes; 45.1% from TV sets; 1.1% from radios and radio-phonograph combinations, and 3% from other products including those sold to the government.

"The sales of Hytron and its subsidiaries during the first quarter of 1951 were substantially greater than for the comparable period of 1950," the report said.

Air King Distributors Corp., a subsidiary of Air King Products Corp., is distributor for that company in the New York metropolitan area.

Of Air King's 1950 output, ap-

(Continued on page 72)

BAB PITCH

Dorrance To Develop

DICK DORRANCE has been retained by BAB to develop its major presentation of the radio medium, William B. Ryan, BAB president, announced in New York Thursday [CLOSED CIRCUIT, June 11].

Mr. Dorrance, formerly a partner in Dorrance-Waddell Inc., the agency which handled the BAB account for a long time, early this month became director of public relations and press information for MBS. President Frank White has agreed to Mr. Dorrance's taking on "this important and time-consuming assignment," Mr. Ryan said, evpressing BAB's appreciation to Mr. White.

Full cooperation of all four networks will be available to Mr. Dorrance in carrying out his assignment, Mr. Ryan continued. "The presidents of NBC, CBS, ABC and Mutual have individually offered to turn over to BAB for use in its major radio presentation all the facts and figures at their disposal. Additionally, the heads of virtually all of radio's research services have volunteered to cooperate with BAB by supplying data for the presentation. Mr. Dorrance has already started on the assignment and BAB plans to have the project completed by mid-summer," he said.

Meanwhile, Mr. Ryan continued, BAB's own staff is at work on a "whole series of projects," several of which will be published and sent to members. A retail service bulletin for July-August, containing sales opportunities leads and a special section on public utilities advertising budgets, already had been mailed, he said. Seven new BAB co-op cards, with seven major advertisers' cooperative advertising allowances, and 23 co-op reissues, would go out to the membership by week's end, he announced.

Public Utility Expenditures

Public utility companies last year spent 70 cents per customer on advertising, with 6.7% of all expenditures spent for radio and 2.0% for television time and talent, against 34.7% for newspaper space, according to the analysis made by the public utilities advertising assn.

Before the end of June, Mr. Ryan went on, two more sales aids will be issued. These would include a new department store radio advertising folder expected to be mailed by June 22. On or about July 2, BAB will initiate "a unique contest designed to build up for use by BAB members a mass of radio success stories and case histories," and, later next month, the September-October retail service bulletin will be issued.

Under preparation for distribution the end of this month, Mr. Ryan continued, is a summary report of the first three months of BAB's independent operation plus details of its future plans. It will go first to members, later to station prospects, advertisers and agencies, he said.

Around Aug. 1, two new retail information folders will be published, one covering the dairy industry, and the other children's and infant's wear. Also, three sales presentations based on radio vs. newspaper tests of Advertising Research Bureau Inc., known as ARBI studies, will be ready shortly. Method of the tests is to spend equal amounts in radio and newspapers, and interview shoppers with respect to what medium influenced them to look for the advertised merchandise. Radio has consistently outpulled its competition in over 100 of these studies, Mr. Ryan said, and BAB will publish results of 51 of these studies in three main merchandise categories.

1950 EARNINGS

DuMont Leads Media Execs

DR. ALLEN B. DuMONT, president of DuMont Labs Inc., and of the DuMont TV Network, with a compensation of $364,239, led earnings of media executives for 1950, Securities and Exchange Commission records revealed last week.

Other media executive earnings shown in SEC records were William S. Paley, CBS, $100,000; Frank Stanton, CBS, $151,597; Edward R. Murrow, CBS, $135,086; Frank M. Folsom, RCA, $154,583; Brig. Gen. David Sarnoff, RCA, $200,000, and E. F. McDonald Jr., president of Zenith Radio Corp., $158,190.

RICHARDS CASE

Examiner Proposes Dismissal

DISMISSAL of the celebrated Richards case was proposed last week by the FCC examiner in charge with the explanation that the death of G. A. (Dick) Richards had rendered the proceedings moot.

Mr. Richards, chairman of the board of WJR Detroit, WGAR Cleveland and KMPC Los Angeles, died May 28 [BROADCASTING • TELECASTING, June 4]

In an initial decision, James D. Cunningham, FCC hearing examiner, proposed the dismissal of proceedings instituted by the FCC after the Radio News Club of Southern California complained that Mr. Richards had directed the slanting of news on KMPC.

Mr. Cunningham pointed out that the FCC inquiry had been directed into the question of whether the corporations operating WJR, WGAR and KMPC were qualified to hold station licenses as long as they were under Mr. Richards' personal control. Mr. Richards' death, therefore, eliminated the issue.

The FCC examiner said that final disposition of the proposals "for continued operation of these radio facilities" would be made "pursuant to and connection with such applications as are expected to be filed in behalf of the corporate licensees for involuntary transfer of control."

These applications probably will be filed after June 19, the date set by the Los Angeles courts for probate of Mr. Richards' will, according to Louis G. Caldwell, Washington attorney representing the Richards interests. The will was filed for probate a fortnight ago [BROADCASTING • TELECASTING, June 11].

The proceedings were in the nature of a consolidated hearing involving applications for consent to transfer voting control in the properties from Mr. Richards to selected trustees and applications for renewal of licenses of the three stations. The hearing was held from June 14 to Dec. 21, 1950. During the hearing 290 witnesses testified, filling a transcript of 18,265 pages.

Mr. Richards' death came after proposed findings of fact and conclusion had been filed by FCC General Counsel Benedict P. Cottone and by Hugh Fulton, of Fulton, Walter & Halley, counsel for Mr. Richards [BROADCASTING • TELECASTING, May 21, 7].

It had been planned that Examiner Cunningham would issue a proposed decision and that later oral arguments on that would be heard by the Commission *en banc*.

The initial decision issued last week, dismissing the proceedings, becomes effective 40 days after its issuance, June 14. In that interval the FCC General Counsel may file exceptions, in which case the Commission itself must consider the matter and render a final decision.

AFA URGED

To Counter Taxes, Restrictions

ACTION to combat taxes or restrictions on advertising was taken last week by the Advertising Federation of America, which held its annual meeting June 10-13 at the Chase Hotel, St. Louis.

AFA adopted a resolution calling on its members and clubs to meet these challenges wherever they appeared. Another resolution specifically criticized a report by the Joint Committee on the Economic Report, which carried a unanimous recommendation for a 20-25% excise tax on advertising.

Ralph W. Hardy, NARTB director of government relations, called the convention's attention to the proposal. Mr. Hardy told the 1,000 delegates about government regulations and legislation affecting advertising. He spoke at the Tuesday morning general session on special advertising problems.

A feature of the final day was a session on television's present and future. Participants included Louis A. Hausman, CBS vice president in charge of sales promotion and advertising; Don L. Kearney, recently-named to the new post of television program manager at The Katz Agency; John A. Thomas, head of TV account service, BBDO New York; Newman McEvoy, vice president and media director, Cunningham & Walsh, New York, and Robert P. Wakeman, research engineer, Allen B. DuMont Labs.

General sessions opened Monday morning with Eugene S. Thomas, WOR-TV New York, presiding as program committee chairman. Mr. Thomas has been an AFA board member for many years.

Direct Dealing Advised

In his government relations talk Mr. Hardy suggested the best way of dealing with government is by "direct and open above-board negotiation with the government and the full employment of the fundamental educational processes."

Commenting on the joint committee report, Mr. Hardy cited introductory language as follows: "From a general economic point of view, one of the most desirable excise taxes that could be levied would be a tax on advertising, especially on that urging consumers to buy goods. A heavy tax currently imposed (on advertising) may have a variety of results. The advertising of some types of products may be discontinued for the duration. Others may reduce the amount of their advertising. In some cases advertising media would reduce their rates of advertising and absorb part of the tax. In others, advertisers may shift to direct advertising by mail or by hand bill in case the tax could not be made to apply to these types of advertising."

Mr. Hardy observed that this recommendation went into the record and was released to officers of the government without a dissent from any of the 14 Senators and Congressmen who made up the committee. He explained that the report was prepared by the committee's staff and now is being urged upon the tax committees of Congress as reason for enactment of excise taxes on advertising.

He warned of the challenging aspect of "government behind the government," consisting of so-called experts often picked for their friendliness to a point of view. Many of these experts rely almost exclusively on textbook material of theorists, he said, with their reports giving evidence "of the lack of practical understanding of the basic economic and social factors involved."

Few members of Congress have had actual business or professional experience, Mr. Hardy said. He

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BARTLEY LEADS

As Hennock Successor

WHO WILL succeed Comr. Frieda B. Hennock on the FCC was the big question in Washington last week following the first woman Commissioner's appointment to a federal district judgeship in New York.

While the vacancy will not occur until the Senate's confirmation of Miss Hennock is forthcoming, speculation spontaneously developed on the successorship.

Leading candidate, at deadline, was understood to be Robert T. Bartley, nephew of Speaker Sam Rayburn of the House, who is well known in broadcast and Congressional circles. He has been with the NAB, the FCC, and the Yankee Network before assuming his present post as administrative assistant to Mr. Rayburn.

Speaker Rayburn admits that Mr. Bartley is being considered by the White House. However, he is withholding comment on whether he has contacted the President in the past week. It is conceded in political circles that if Speaker Rayburn decides to make a strong bid for Mr. Bartley, the Chief Executive will be hard put to deny the request.

The strong factor that defies an immediate decision by the White House is that Comr. Hennock must first be confirmed by the Senate. Until she actually makes her curtsy from the Commission, the question of a vacancy on the FCC is academic, the politically sage point out.

The appointment probably would be Democratic. Comr. Hennock is a New York Democrat. FCC is composed of three Democrats, a like number of Republicans, and one independent.

Opposition was registered against Comr. Hennock's nomination the day after President Truman sent her name to the Senate last Monday for the federal bench in the Southern District of New York to succeed Judge Alfred C. Coxe, who has retired.

Whitney Seymour, president of the Assn. of the Bar of the City of New York, and Louis M. Loeb, chairman of the bar's judiciary committee, issued a statement saying, "We are convinced that she is totally unqualified to be a United States District Judge and shall vigorously oppose confirmation of her nomination."

The bar spokesmen recalled that in 1949 Comr. Hennock's name "was submitted to the association for possible appointment to one of the then existing vacancies in the District Court, and after investigation, we reported that she was not qualified."

It was understood that the White House had sought clearance of Comr. Hennock's appointment for more than two months but that the bar repeatedly had turned down requests.

Comr. Hennock, first woman to be appointed to the Commission since its formation and first woman to be nominated for the federal bench in the southern district of New York, had not been slated for hearing by the Senate Judiciary Committee as of last Friday.

It is customary for the committee to give notice of a hearing by a subcommittee one week in advance. The committee already has scheduled hearings for tomorrow (Tuesday) for two other nominees for New York judgeships, nominations which were submitted to the Senate as a group along with that of Comr. Hennock.

There are contenders other than Mr. Bartley, thus indicating a wide choice should Mr. Truman seek elsewhere for his nominee to the FCC.

Mentioned is Fanney Neyman Litvin, FCC hearing examiner since 1947. She is said to be favored by Comr. Hennock. If nominated, the selection of a woman would follow the precedent established by President Truman in 1948 when he nominated Miss Hennock.

Examiner Litvin was born in Butte, Mont., Feb. 1, 1900, and joined the then newly formed law department of the Federal Radio Commission in December 1928 when Louis G. Caldwell was chief.

Another is Theodore Granik,

* * *

Comr. HENNOCK

Mr. BARTLEY

* * *

Washington attorney and moderator of NBC's *American Forum of the Air*. It had been reported that at one time Mr. Granik was a candidate for the chairmanship of the FCC when it was believed that position would be vacated [CLOSED CIRCUIT, June 4]. Contacted last week by BROADCASTING • TELECASTING, Mr. Granik said he had not been asked by the White House. He said he was

(Continued on page 36)

PLOTKIN QUITS

Leaves FCC Staff For Law Firm

HARRY M. PLOTKIN, around whom many of the FCC's most controversial issues have revolved, last week resigned from the Commission staff. Following a two-week vacation, the former assistant general counsel will join the law firm of Arnold, Fortas & Porter as a partner.

Mr. Plotkin is to practice in the firm's Washington offices and will devote his attention primarily to litigation and appellate work, but not necessarily specializing in radio matters.

Mr. Plotkin

In terminating his FCC service of more than a decade, as of last Tuesday, Mr. Plotkin again joins forces with Paul Porter under whom he served when the latter was Commission Chairman from December 1944 to February 1946. Mr. Porter, along with Thurman Arnold and Abe Fortas, are the senior partners in the law firm.

Mr. Plotkin, an admittedly brilliant attorney, successfully pointed the way for the Commission on many of its major problems. More recently, he had assumed a major role in the TV allocations proceedings as well as the color TV decision. It is noted that certain phases and lines of thought expressed in the Commission's color ruling were picked up verbatim by the Supreme Court majority in upholding the FCC last month [BROADCASTING • TELECASTING, June 4].

However, the former assistant general counsel's approach to numerous Commission's problems stirred up opposition from many quarters and led to the charge that a law faction within the FCC was attempting to mould that agency's policies.

The climax to this situation came when the Commission named Curtis B. Plummer to head up the new Broadcast Bureau under the FCC reorganization along functional lines [BROADCASTING • TELECASTING, May 7]. Up until that time Mr. Plotkin had been regarded as an odds-on favorite for the post.

The Commission's vote was 5-2 with Chairman Wayne Coy and Comr. Frieda B. Hennock dissenting. Their candidate had been Mr. Plotkin.

Subsequently, when the Commission was considering nominees for the remaining top spots under the Bureau, Mr. Plotkin specifically requested that his name be withheld. In the meantime, he relinquished his duties as assistant general counsel in charge of the Broadcast Division and transferred to the office of the General Counsel.

A native of Athol, Mass., Mr. Plotkin was graduated magna cum laude from the Harvard Law School in 1937. From 1937 to January 1940, he was associated with Topliff & Horween, Chicago law firm, leaving to join the law staff of the FCC.

From 1942 to May 1948 he was chief of the litigation and administration division. During this time, in December 1943, Mr. Plotkin was named assistant general counsel. In 1948 he became assistant general counsel in charge of the Broadcast Division.

COY OKAYED

Wins Confirmation

MORE THAN three weeks before his current term would have expired, FCC Chairman Wayne Coy was aproved late Thursday for full seven year reappointment to serve on the Commission.

Quick Senate confirmation of his nomination came at the close of upper chamber business. His reappointment becomes effective July 1, expiring June 30, 1958.

Nearly as speedily, Chairman Coy's nomination was given the green light by a unanimous vote of approval by the Senate Interstate Commerce Committee, announced Wednesday after an executive session.

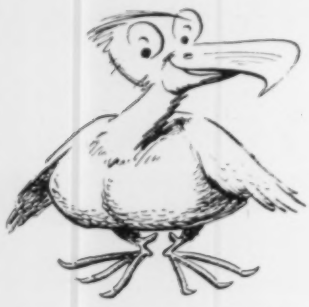
The committee had held a one-day hearing of question-answer type on the President's nomination of Chairman Coy May 29 [BROADCASTING • TELECASTING, June 4]. President Truman sent Chairman Coy's nomination to the Senate May 22.

Mr. Coy was confirmed for reappointment to the Commission without objection. President Truman had not specified the nominee for the chairmanship because by law, the President may select the chairman from the seven members of the Commission. Mr. Truman is expected to rename him chairman as a matter of course.

Chairman Coy has served in that capacity nearly four years, succeeding Charles R. Denny Dec. 29, 1947, under a recess appointment by President Truman. He is listed as a Democrat from Indiana and will be 48 years old this November.

visit to the Land of Perhaps . . . . . a fable

ONE SUMMER MORNING a Double-Breasted Broadcaster who nested in the rocky province of Reality flew over to see what kind of birds lived in the sugar-coated forests of the neighboring region of Perhaps, where everything is made



Double-Breasted Broadcaster

eternally lush by the rain of sweetness and light that falls daily from five to seven *p.m.*

Now and then he paused to chat with inhabitants he met along the way, because the Double-Breasted Broadcaster was an amiable bird who thought that the way to learn things about a new country was to ask questions of folks who lived in it. He passed the time of day with an indigent Cuckoo, who was without a clock or a window to throw himself out of, and asked directions of a Great Horned Owl who gave him a bum steer that took him to the jungle of Academia, the very heart of Perhaps.

There he spied a Fuzzy-Crested Oracle sitting far out on a limb (where Fuzzy-Crested Oracles always sit) in an Applesauce tree. The Fuzzy-Crested Oracle was reading Vol. 7 (Damascu to Educ) of the *Encyclopedia Britannica.*

"That's a mighty fine looking edition you've got there," the Double-Breasted Broadcaster said admiringly as he alit on the limb. He had never been lucky enough to stump the experts on *Information Please* or rich enough to buy an *Encyclopedia Britannica.*

"Like it?" said the Fuzzy-Crested Oracle. "They grow on trees over here in Perhaps. Of course, I own all the trees. Tell you what, how about buying a set? Only nine hundred and ninety-nine dollars and ninety-nine cents, with a dollar down and the balance paid by you, your heirs and assigns."

"No, thanks," said the Double-Breasted Broadcaster. "I can't afford it."

"That's the trouble with your kind," said the Fuzzy-Crested Oracle gruffly. "You don't care about being educated. You can't tell me anything about your kind because I used to live over in Reality, and I know what goes on. Money, money, money; that's all you hear over there."

"Oh, I don't know," said the Double-Breasted Broadcaster.

"Money, money," the Fuzzy-Crested Oracle went on, "and yet you won't spend a lousy nine hundred and ninety-nine dollars and, oh, yes, ninety-nine cents for the biggest little package of education you can buy at any price. Well, if that's too steep for you, would you be interested in a little proposition in movie film?" The Oracle flew over to a nearby tree where reels of film dangled and returned with one in his beak. "Wait 'til you play *this* on your projector," he said. "It's the mating habits of the Gnu. Very educational. An *Encyclopedia Britannica* educational film."

The Double-Breasted Broadcaster shook his head.

"You could put it on television over in your country," the Fuzzy-Crested Oracle said. "You'd make Milton Berle look sick. Not only that, you'd be educational as all get out, and maybe some of those

Fuzzy-Crested Oracle

Ruffled Grouches that have been pecking away at you guys for being uneducational would shut up."

"Well," said the Double-Breasted Broadcaster, "the Ruffled Grouches might shut up, but, boy, would there be a holler from everybody else in my country."

The Fuzzy-Crested Oracle put the film aside. "Let's get back to the *Encyclopedia,*" he said. "Now, just look at this." He pointed at the open book with a well-preened wing. "I was reading up on Education when you dropped in. Look, there's twenty or thirty pages of fine print in here about Education. You read all of that and brother, will you be educated. And for only nine hundred and ninety-nine . . ."

The Double-Breasted Broadcaster looked at his watch. "It's getting late," he said. "I'm a long way from home. In fact, I don't think I'll go this far again."

"Now hold on," said the Fuzzy-Crested Oracle, "there's more than this section on Education in this big, economy package. This set of books is chock full of rich, tempting facts that'll make you smack your lips."

"Say," interrupted the Double-Breasted Broadcaster, "were you ever in the advertising business over in Reality?"

The Fuzzy-Crested Oracle let the book slip from his claw and almost fell off the limb. Recovering his balance, he gasped: "You found out."

The Oracle grabbed an arrow from the quiver of a passing Sparrow and plunged it through his own heart. He fell lifeless in the grass below.

Moral: Better to be a rich book peddler than a rich advertising man.

Ruffled Grouch

NUNN RE-NAMED

Continues IAAB Post

GILMORE N. NUNN, of the Nunn station group, last week was reappointed by NARTB President Harold E. Fellows as representative to the Inter-American Assn. of Broadcasters. Mr. Nunn is IAAB vice president, having been elected at its March meeting in Sao Paulo.

The appointment was announced Tuesday at a dinner given by NARTB at the Waldorf-Astoria, New York, for a group of electronic manufacturers interested in the export trade. Goar Mestre, president of IAAB and director general of CMQ Havana, was guest of honor.

Mr. Mestre gave a detailed report on IAAB activities, emphasizing its devotion to principles of freedom of enterprise and communications. He and Mr. Nunn offered a plan to strengthen IAAB through manufacturer participation.

NARTB board chairman, Justin Miller, presided at the dinner. Robert C. Sprague, board chairman of Radio-Television Mfrs. Assn., represented that body officially.

Industry Representatives

Among others who attended the dinner were R. Romeyn and Bill Tait, Philco International; Bill Halligan Jr., Walter Hardy and Frank Loring, Hallicrafters Co.; M. J. Fein and A. Coumont, International General Electric; Bert Taylor, DuMont; C. W. Slaybaugh, RCA International; E. A. Nicholas, Federal Telecommunications Labs.; O. H. Caldwell, *Tele-Tech;* Leonard Kapner, WCAE Pittsburgh, NARTB District 3 director; Robert K. Richards, NARTB public affairs director.

DPA-NPA UNION

Fusion Nears Realization

LONG-AWAITED merger of the government's two top production agencies—the Defense Production Administration and the National Production Authority—into one allocation body appeared close to reality late Thursday.

First official hint was thrown out last Tuesday by Defense Mobilizer Charles E. Wilson at a news conference. Mr. Wilson said an announcement on the consolidation would be forthcoming momentarily.

What tact the consolidation would take was not immediately known. There were reports that Manly Fleischmann, NPA administrator, would head up the single allocations agency. Edwin Gibson has been serving as acting administrator of DPA, a policy agency. NPA is now lodged within the Dept. of Commerce and functions as the operating arm.

In any event, the merger, when effected, would bring under one roof—theoretically if not literally—such groups as the Electronic Production Board, Electronic Products Division, Communications Products Division, and the Office of Civilian Requirements, not to mention a variety of other units concerned with electronics and broadcast matters.

TRANSITCAST APPEAL

Petition for Rehearing Filed

WASHINGTON Transit Radio Inc. last Thursday joined forces with the Capital Transit Co. and the Public Utilities Commission for the District of Columbia in a petition for rehearing on the controversial transitcasting decision before the U. S. Circuit Court of Appeals [BROADCASTING • TELECASTING, June 11].

In an appeal bitterly attacking the court's ruling that transit FM violates the constitutional rights of passengers, attorneys asked the circuit court to stay its mandate, vacate the judgment, grant rehearing before the full nine-man body and to enter a judgment affirming the U. S. District Court decision a year ago.

While the Court of Appeals is not required to act immediately upon the petition, authorities expected a decision momentarily granting or denying the appeal—before it adjourns shortly for the summer. In the event it agrees to reconsider the case, it was held likely that arguments would be reopened sometime during the fall session, which commences late in September or early October.

In petitioning for rehearing *en banc*, Washington Transit Radio Inc. and the CTC-PUC faction asked that, if the request for relief is denied, the court "stay the mandate . . . for a period of 30 days" to enable them to file an appeal with the U. S. Supreme Court.

The petition termed the Court of Appeals ruling "novel in its constitutional concepts," making "unprecedented inroads upon the administrative and legislative process."

No Ruling on Music

The judgment had held that the broadcasts imposed "forced listening" upon riders, that deprivation of rights stemmed from government action giving CTC "a virtual monopoly" of transportation and that commercials and announcements deprived passengers of those rights "without due process of law." The court did not rule on the musical segments of the broadcasts.

In a legal broadside, the three-party petition charged that the court:

● Erred in holding that the private acts of Capital Transit were "governmental action."

● Lacked support in finding that a "franchise" or partial or total monopoly make those actions "governmental."

● Erred in finding that transitcasts "deprive objecting passengers of liberty without due process of law."

● Assumed the authority to determine whether transit FM conforms to the "public convenience," which was the basis of the PUC decision dismissing complaints against the service.

● Erred in finding that commercial advertising is not protected by the First Amendment "under the facts of this case."

● Disregarded "uncontradicted evidence" to the effect that there is a substantial public desire for the broadcasts.

"The basic factual premise of the court's decision is its assumption that passengers on Capital Transit vehicles are 'forced' to listen to the radio broadcasts," the appellees charged. The court "also relies for support on the supposed admissions . . . wholly outside the record before the (PUC) or certified to the court," the petition held. The commission found that hearing the broadcasts "is a matter of the working of the mind," and that the mind can "exclude unwanted sounds.

"The record before the court shows conclusively by evidence and findings by the commission that there is no 'avertible sense of hearing' or 'forced listening,'" the appellees maintained.

The Public's Desire

The petition also took exception to court findings that "there is no evidence of a substantial public desire for the broadcasts . . . in the face of findings by the commission directly to the contrary."

The court went "outside the record," the petition continued, to cite a *Washington Post* poll, "a rival advertising medium which openly admits its opposition to Transit Radio," and then labeled it an "unbiased inquiry."

With respect to franchises, the appellees held that "under such government jurisdiction the licensee is granted a monopoly only to the extent that the public interest may not require further competition." Under that concept, the brief charged, the action of every *private* company operating a radio station, airline, railroad and other facilities would be "governmental action."

Thus, a radio station "which prevented anyone who so desired from transmitting messages over its station or censored the scripts of programs" would violate the First Amendment by restricting free speech. Under such established law, the Bill of Rights would be extended ". . . in flat contradiction to every interpretation or construction thereof laid down by the Supreme Court," the brief claimed.

The attorneys claimed that rights to "liberty" under the Fifth Amendment are "relative and not absolute and are subject to "the adjustment of competing interests" as indicated by the Supreme Court.

Additionally, the petition continued, the court's finding that commercials and announcements deprive passengers of liberty without due process—and its implication that "forced listening" to music may not pertain equally—are "impossible to reconcile" with respect to violation of the Constitution. Moreover, the court made the liberty of objectors "absolute" and dismissed that of the "majority desiring to listen" as "irrelevant," it asserted.

Furthermore, any deprivation of liberty is not without due process, the appellees contended, pointing out that Congress has vested in PUC the power of assessing competing interests.

Protection of Programs

With respect to protection of programs, the brief declared that dissemination of news, weather reports and other announcements—cited by the court along with commercials—is clearly covered by the First Amendment. The court had found that the First Amendment does not protect "commercial" advertising.

Attorneys said the Supreme Court has made it clear that, "while a city may prohibit the use of its streets for the distribution of *purely* commercial leaflets without violating the Constitution, it cannot prohibit the circulation of leaf-

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DURABLE GOODS

Materials Allocation Looms

THE OUTPUT of all consumer durable goods, including radio-TV sets and combinations and phonographs, may be placed under materials allocation sometime this fall, the government indicated last week.

Manufacturers of these civilian goods will be asked sometime in July to fill out applications designed to assure the civilian industry of sufficient raw materials to turn out radio and television sets. These goods are exclusive of commercial equipment not previously included in the government's Controlled Materials Plan for copper, steel and aluminum.

In making this announcement, Administrator Manly Fleischmann of the National Production Authority said this action would facilitate planning for the fourth quarter (beginning in October) "if that should become necessary to insure an equitable share of controlled materials for these industries."

As with commercial studio transmitter and other equipment, Mr. Fleischmann stressed, the allotments would be at once "a free ticket and a limitation" on the amount of materials they may expend for radio and television sets. To that end, he added, copper and steel mills will be asked to set aside a certain quantity of materials for that purpose.

The applications would cover items not previously listed in the government's Class B Products Listing issued earlier this year [BROADCASTING • TELECASTING, May 7]. These included electronics components, recorders, amplifiers and audio equipment as well as radio receiving and TV receiver cathode ray tubes.

Earmarked for the CMP plan are AM and FM table and console radio phonographs, radio receivers, combination or plug-in record players and radio-TV console or table models, with a list of variations.

Other Developments

Following a news conference last Wednesday, Mr. Fleischmann told BROADCASTING • TELECASTING that:

(1) The government also is working on a plan for keeping radio-TV receivers in "maintenance, repair and operation" through manufacturers, distributors and repair shops [BROADCASTING • TELECASTING, June 11].

(2) No additional materials probably would be allotted to manufacturers in view of current interest in color television.

On the latter, Mr. Fleischmann said that the final decision would rest with top-level circles in the Defense Production Administration. He said he felt, however, that electronics needs probably would be evaluated along with those of other industries, a view also expressed by Defense Mobilizer Charles E. Wilson at the NARTB Chicago convention.

Tracing the work of the defense production agencies (both NPA and DPA), Mr. Fleischmann said that certain departments in the government have been designated as "claimant groups" for different fields, and that others will serve in an advisory capacity.

As an example he cited the FCC which, he said, "did not want to process any applications for material requirements but only serve as an adviser in the communication field."

The NPA administrator, turning to materials shortages, told newsmen that "there is virtually no free area or market for steel" and that, on the basis of discussions with consumer goods producers, there is no "advantage" in competing in that market for steel, which he estimated at roughly 10% for the third quarter. Overall copper-steel-aluminum demands by

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PROGRAM FACTS
Program: "Life Begins at 80," June 5.
Sponsor: Arnold Bakers.
Stations: 11 ABC-TV.
Supervisor: Mike Oppenheimer.
Director: Charles Powers.
Production Firm: Barry-Enright.
Agency: Benton & Bowles.
Cast: Jack Barry, moderator; Fred Stein (82), Georgiana Carhart (86), John Draney (90), Hiram Mann (80), and Mrs. Frank Roth (80); also the "Juvenile Jury" panel.

IN REVIEW . . .

IT IS the proud and entirely factual boast of Jack Barry that his *Life Begins at 80* is "the only television program with over 400 years of experience."

This is a claim which even the Federal Trade Commission, if it were so minded, would be hard pressed to challenge, if only out of deference to the combined ages of members who compose the panel of Mr. Barry's show each week and answer questions sent in by televiewers.

There is also room for merit in the conviction that Mr. Barry has effectively capitalized a formula which keenly shows up television's wholesome human interest qualities. Using that formula, he gears the program to reminiscences that long antedated the era of wonderful nonsense.

Televiewers who are amused by the everyday wisdom of old folk and the bright sayings of children were doubly rewarded on the June 5 edition.

Mr. Barry devoted approximately half of his program to another of his creations, *Juvenile Jury*, which has enjoyed appreciable popularity the past half-dozen years. In an obvious pitch for a potential advertiser for *Jury*, Mr. Barry parlayed to good advantage words of wisdom from comparative babes with the earthy observations of at least three generations removed.

The wealthy bachelor, a partner in Barry-Enright Productions, does not permit his penchant for low-budget shows and human-interest format to deprive viewers of tried-and-true commercial gimmicks, however. They are present in one form or another, all calculated to sustain viewer interest. The stock characters, which in any super-production would be considered stereotypes, pass off with ease and charm. On *Life Begins at 80*, they are amusing because they are living people projected to your living-room for a visit.

These characteristics take the living form of Fred Stein, a realtor who is always on the alert for a fast buck, of the proud but witty Georgiana Carhart, (who constantly needles Mr. Stein when she is lost for an anecdote), of experience-hardened John Draney (whose drawling "Well, I'll tell you about that . . ." is good for a chuckle) and of *80's* poet-laureate and ex-attorney, Hiram Mann (who surely must have graced at least one soapbox in his distinguished career).

Their observations are perhaps best summed up in answers to Mr. Barry's first question that evening: "If you were getting married for the first time, assuming you had to do it all over again, what attributes would you look for in a marital partner?"

Mr. Stein was quick to reply "money and she must be a good housekeeper." This drew a quick rejoinder from Miss Carhart: "Yes, you'd look for that first, last and always." Mr. Draney said he would look "for a nice looking girl but not too nice looking, because they get vain—even-tempered—qualities I found in Mrs. Draney."

After an Arnold bread commercial, Mr. Barry worked in a 15-minute film continuity of *Juvenile Jury*, which may well have proved that the kids should be seen as well as heard.

A question from a youthful fan, wanting to know whether he should accede to his mother's wishes and wear suspenders instead of a belt, brought forth this enlightening remark:

Charlie: "A belt on a boy is like a girdle on a little girl."

Mr. Barry's program is not likely to push more elaborate shows for top ratings, but it does possess a very real charm all its own.

Perhaps viewing it in your parlor is best likened to spending a quiet evening on a front porch back home in Indiana.

HILL RADIO-TV

Javits, Madden Favor

RADIO-TV coverage of Congressional sessions would keep the people in touch with vital governmental decisions, Reps. Jacob K. Javits (R-N. Y.) and Ray J. Madden (D-Ind.) agreed last night (Sunday) on a panel broadcast over Liberty Broadcasting System.

Discussed was the subject "Should Congressional Sessions Be Broadcast Regularly." Moderator was George Campbell. Both Congressmen felt that the proceedings of Congress must and eventually will be broadcast. As an aid to regular coverage, they cited the need for a code of ethics.

Rep. Javits, who sponsored a resolution proposing broadcast-telecasts of House proceedings and who was slated to appear before the Senate Executive Expenditures Committee last Friday (see AT DEADLINE) to testify on the subject, said coverage would aid the voter in knowing his government. He pointed to the Kefauver Crime Committee hearings telecasts as an illustration.

Sen. Kefauver already has endorsed radio-TV coverage and has gone on record in favor of telecasts of Cabinet sessions [BROADCASTING • TELECASTING, June 11].

Opponents' arguments which must be overcome were listed by Rep. Javits as: (1) hidden camera or microphone, (2) hamming and acting by members and (3) unfair emphasis of members' absences.

To these, Rep. Madden added possible "smear" and "slander" of individuals or organizations from the floor of the House or from the committee room. "These difficulties we must surmount. You have got to use modern media of communication, and there is nothing superior to radio and television in that respect."

Meanwhile, in the Senate, Chairman Ed C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, said an address by Dean Alfange at a testimonial dinner for Mayor Impellitteri of New York, "stated my own views on the subject with . . . force and logic . . ."

Crux of Mr. Alfange's talk was that expressed by opponents of the Kefauver Crime Committee telecasts at the height of their popularity. He cited the tendency to put a witness in ill repute and condemned "private sponsorship of commercial companies" of such telecasts. Net effect is a "frontal assault upon the body of private rights guaranteed by the Constitution," Mr. Alfange said.

'TASK FORCES'

Special Advisory Panels Draw Censure

PARTICIPATION of trade association executives on advisory committees or so-called "task forces," set up to consult with government agencies on various phases of defense production, came in for censure on Capitol Hill last week.

The criticism was delivered by Rep. Emanuel Celler (D-N. Y.), chairman of the House Judiciary Monopoly subcommittee which opened hearings Monday on the role of advisory groups in government planning and also turned its attention to "dollar-a-year-men" now serving on leave from their parent firms.

H. Graham Morison, Assistant Attorney General in charge of the Justice Dept.'s Anti-Trust Div., told the House group that task groups are "very bad instruments of government policy" and that some of them have been guilty of "grievous violations."

Involved in the investigation, though not specifically spelled out, are the future of a number of broadcast and electronics industry advisory committees, as well as executives from private industry who now serve "without compensation" [BROADCASTING • TELECASTING, June 4].

Atty. Gen. Morison testified that in some cases industry units are formulating government policy and are "cloaked" with government authority, enabling them to obtain production figures of their competitors. He assured Rep. Celler's committee his department would crack down on violations, although he noted there are "thousands" of such groups.

Rep. Kenneth Keating and other committee members held that salesmen "should not be placed in quasi-judicial positions as having to decide between former customers and those who were not customers on the question of allocations . . ." Rep. Keating cited an alleged case of "favoritism" involving allocation of steel to General Motors Corp., claiming the applications were handled by salesmen for three firms while serving on leave with the government.

Rep. Celler said he recognizes the "valuable role" dollar-a-year employes play in defense mobilization but is concerned that government procedures may place these executives in positions where they would be called upon to make decisions touching on their private industry associations.

Earlier the Justice Dept. asserted that participation of trade executives on such committees is not "illegal" if the member is actively engaged in the industry concerned. But the department warned that some executives "may be in a position to create an atmosphere in which the interests of a special group, rather than those of the public, would become paramount."

The Justice Dept. view is that government officials should obtain requested information directly from trade associations "rather than have the participation of (executives) in industry advisory committees."

RADIO RATE FACTS

Given in Petry Series

THAT ALL advertising interests, buyers as well as sellers, have a stake in keeping radio alive and strong and capable of going on delivering the maximum sales per dollar, is the basic thesis of a three-week series of double-page institutional ads run by Edward Petry & Co. The series might well carry the generic title "What every advertising man should know about radio's rate policies."

This week's ad, titled "Let's Get Straight on Radio Rates," expresses agreement with ANA recommendations that the advent of television calls for a reappraisal of all media, including radio. But, Petry points out, this "must be done on a sensible market by market basis" considering "the present degree of radio coverage of each station in each market." It is "fantastic," the ad states, that the rate cuts made by the national networks are not based on any market by market appraisals but just flat cuts—"no matter what the station's actual advertising value might be."

Noting that "indiscriminate slashing of rates can indicate hasty or careless thinking," Petry asks advertisers and their agencies to "put aside the easy judgment that *re*valued radio means *de*valued radio."

"Measure radio," urges, "as you would measure any advertising medium—in each market—by what it delivers for the dollar put into it."

Next week's ad, "Let's Untangle Radio's Lifeline," will attack the networks for selling national spot announcements, "traditionally left to individual stations as a primary source of revenue." This practice, which if successful would cut in two the station revenue from announcements, presents a "much more serious threat to any radio station" than even the flat network rate cuts, the station representative organization declares.

"We don't expect advertisers to fight the stations' battles for them," the ad will state, ". . . but we do believe that advertisers and their agencies should know about it . . . the advertiser who buys this service from the networks is actually missing out on most of the selling advantages that make spot the forceful medium it is.

"Even if an advertiser could afford to substitute the watered down network product for genuine spot radio, he should, we feel, remember that when a network weakens a station—by siphoning off station revenue or shaving the quality of network service — the network weakens itself in turn. This helps nobody," Petry will say.

The third ad, now in preparation, will be a plea to the networks to return to their former high standards and to the kind of operating policies which helped make American radio the great institution it is.

RADIO is kept in the public service spotlight with presentation of National Safety Council's Public Interest Award for distinguished effort toward safety in 1950 to Gene Wilkey (center), WCCO Minneapolis general manager. Award honors were made by Earl Campbell (r), director of field organization for the council, at a luncheon meeting of the Greater Minneapolis Safety Council. Broadcast of the event was carried over WCCO's *Noontime News*, with Cedric Adams officiating. This is third consecutive year station has been so cited.

WMAW GRANTED

In FCC Reversal

CONCLUDING there had been no intentional concealment of stock ownership in WMAW Milwaukee, the FCC last week granted the station a license to cover its construction permit. WMAW, assigned 5 kw fulltime on 1250 kc with directional antenna, is owned by Midwest Broadcasting Co. and has been on the air since 1948.

At one stage of the lengthy proceedings the Commission had reversed the recommended decision of the hearing examiner and had ordered the license denied. However, on March 7 the FCC vacated this order and scheduled the case for oral argument March 30 [BROADCASTING • TELECASTING, April 2, March 19].

Proceedings had been concerned with alleged concealment from the FCC of the interest in the station by Herbert D. Uihlein and his wife, Myrtle D., now both deceased.

In its conclusions last week, the FCC also noted that Clifford A. Randall, president of Midwest Broadcasting as well as owner of 974 shares out of the station's 2,400, had not conducted himself "as to indicate that Midwest is disqualified from holding a broadcast license."

Likewise, failure to report a loan to WMAW from a Hemdu Co., owned by the Uihleins, had been explained and accepted by the Commission, it was stated in the decision. "The Hemdu transaction, we have concluded, was an incident to Midwest's need for additional funds, and did not vitiate Randall's previous statement that to his knowledge Uihlein would have no further interest in the applicant," FCC said.

Commission then added:

Nor do we believe that Midwest's alleged failure in certain instances to make full and timely reports of its transactions . . . should be deemed to disqualify it. As stated . . . [in Findings of Fact] the Rules did not, in express terms, during the period in question, provide for filing by permittees as distinguished from licensees. And we are also of the opinion that the applicant in good faith concluded that there was no requirement that the data be reported. As indicated in this decision, Midwest did not in all respects make full disclosure of its transactions. Nothing herein should be regarded as specific approval of its conduct. However, we do not believe that the applicant exhibited such disregard of the Commission's requirements as would warrant a denial of license.

RETAIL RADIO

Ryan Cites ARBI Studies

THERE is a big difference between retailers who SAY they believe in coordinating advertising and those who PRACTICE it, William B. Ryan, BAB president, told the NRDGA mid-year sales promotion conference in New York Tuesday.

"You're not coordinating advertising media when you spend a classified ad size budget in radio," Mr. Ryan said. "I believe some of you would be surprised to know how many more people you would reach and how many more sales would be possible if you tried coordinating media to the extent of spending the same amount of money in radio as you do in newspaper."

Advertising Research Bureau Inc. has made studies of over 100 retailers who experimented with spending the same amount for each of the two media, he said. ARBI interviewers checked effectiveness at the point of sale. While figures varied with each study, the overall averages of the first 50 studies showed 55 out of every 100 customers were "drawn into the stores by advertising," he continued. Newspapers drew 22 out of the 55, radio 25, and newspaper-radio drew eight, he said.

Neubert Makes Report

Details of ARBI studies were reported by Norman Neubert in a speech about "Making Radio Pay Its Way in Sales," copies of which are available at BAB, he told the group.

"When you stage your August fur or furniture events this year," Mr. Ryan urged, "when you plan your back-to-school promotion this year, plan to reach the people who listen to radio. Tell them the NAME, TIME and REASON for your selling event. Give them EXAMPLES of values which will whet their interest, curiosity and excitement. Give voice to your ADVERTISING THEME OR SLOGAN."

ABC MEETING

O&O Officials in New York

ABC's annual home-office meeting of officials of its owned and operated stations, to bring them up to date on network activities, began for radio last week in New York and will continue for television this week. Prominent on last week's agenda was a discussion of the agreement to merge the network with United Paramount Theatres.

Among those attending were John Norton, ABC vice president for the Central Division; James Riddell, WXYZ Detroit president; Harry Christian, WXYZ sales director; Edward J. Lynch, WENR Chicago general manager and manager of National Spot Sales, Chicago; Francis Conrad, KECA Los Angeles manager and radio manager of the Western Division; Amos Baron, Western Division Radio Sales manager and sales manager of KECA, and Gayle Grubb, KGO-AM-TV San Francisco general manager.

Bradley Joins B&B

EVERETT C. BRADLEY, Biow Co., New York, has joined Benton & Bowles, same city, as a vice president.

FCC FUNDS

Fees May Bolster Budget

IF THE SENATE agrees, FCC may be operating with less funds in fiscal 1952 but with an opportunity to make up for some of this loss by 1953 by assessing fees and charges for services rendered broadcasters.

This was seen last week as the Senate Appropriations Committee reported the House-passed bill (HR 3880) appropriating funds for independent offices.

Recommendation by the committee was $6,233,300 for FCC. This compares to President Truman's request of $6,850,000 [BROADCASTING • TELECASTING, May 14]. The House had approved an even $6 million.

The fees and charges proposal is written into the bill. It would clear the way for government agencies, such as FCC, to charge for special services rendered. According to the language of the legislation it would permit any government agency to set a "charge, fee or price" as may be determined feasible for special services rendered [BROADCASTING • TELECASTING, May 14, 7].

The government, it has been understood, would apply the law as a one-year "test." Under that theory, FCC presumably could show its budgeting to the appropriations committee in both the House and Senate when requesting funds for fiscal 1953. These budget figures would point up receipts from fees and charges assessed during the test year.

Federal Trade Commission, under the reported bill, would get $97,435 more than the House-recommended figure of $3,891,695 which corresponded to the dollar to the 1951 budget. The Senate committee recommended $3,989,130 or $402,870 under the White House estimate.

PAB CRITICIZES

Rate-Cutting, PI's, Draw Fire

RATE-CUTTING and per inquiry practices drew rebukes from the Pennsylvania Assn. of Broadcasters, meeting June 10-11 at Galen Hall, Wernersville, Pa.

Resolution stating that PAB "views with alarm" the practice of per inquiry selling was adopted by the association along with one disapproving network rate reductions.

New officers were elected as follows: Sam Booth, WCHA Chambersburg, president; Roger W. Clipp, WFIL Philadelphia, vice president; David J. Bennett, WKBO Harrisburg, secretary; George E. Joy, WRAK Williamsport, treasurer. Board members elected were: Victor C. Diehm, WAZL Hazleton, retiring president; Charles Denny, WERC Erie; Tom Metzger, WMRF Lewistown; Jim Murray, KQV Pittsburgh; Frank Altdoerfer, WLAN Lancaster; Bill Thomas, WCPA Clearfield; Lou Murray, WPAM Pottsville.

School View Given

Mark N. Fink, representing the Pennsylvania Interscholastic Athletic Assn., said schools have not wanted athletics as a business and sports could be separated without injury to the teaching function. Like it or not, he said, schools are in the entertainment business and must show a profit. He said delayed tape recordings could be broadcast free but he added that on-the-spot broadcasting is competition to gate receipts and must be paid for by stations. A question-answer session followed.

PAB adopted a resolution commending schools which approve broadcasting and telecasting of sports events. Other resolutions called for changes of officer tenure; provided for committee to pick site for next meeting; commended President Diehm "for his industrious leadership," and endorsed BMI scholarship plan for young composers.

Gordon Gray, WIP Philadelphia, was chairman of a sales panel. J. Robert Gulick, Steinman stations, declared salesmen and radio "must believe in themselves." Radio needs a little of the "old-time religion" and sellers should "catch fire with enthusiasm," he said. "You aren't very enthusiastic if you cut rates, work out package deals or accept per inquiry business," he declared, adding that radio "can't be as hungry as such deals would indicate." Mr. Gulick warned that agencies are demanding the lowest rate for their clients, in accordance with fine print on contracts. He contended this could put some stations out of business. Some advertisers are ordering their agencies to insist on the same deal that "a patent medicine" has obtained, he said.

A. K. Redmond, WHP Harrisburg, said rate cutting anywhere weakens radio everywhere. He cited examples showing how to counter rate-cutting offers. J. Wright Mackey, WRAK Williamsport, concurred in these rate-cutting observations. Dave Baltimore, WBRE Wilkes-Barre, argued it isn't the cost of advertising but the results that count. "If buyers want lower cut-rates—if they want charity—they should identify their solicitation as such," he said.

Calls for Support

Leonard Kapner, WCAE Pittsburgh, NARTB District 3 director, discussed network relationships, rate-cutting and sales practices by networks. He called for support of NARTB and BAB. Glenn Dolberg, BMI, discussed BMI's program. He said the next BMI clinic will be held Aug. 20 at the Penn-Harris Hotel, Harrisburg.

President Diehm was presented with the *Coronet* magazine award for 1950, for outstanding achievement in community development work.

Sale of marginal time was discussed by a panel headed by Carl M. Dozer, WCAE Pittsburgh. He called for adherence to rate cards. Ralph Price, WPPA Pottsville, said if an audience is held until 9:30 a.m., 78% will remain tuned the rest of the day.

Dick Redmond, WHP Harrisburg, was chairman of a program clinic at which Joseph M. Cleary, WESB Bradford, stressed importance of better news coverage for local stations. Otis Morse, WSPA York, spoke on special events and human-interest coverage. Mack Edwards, WHBR Hanover, said the smallest community can supply human interest material. William A. Lynch, WBUX Doylestown, cited examples of selling local news shows.

Prior to start of the PAB meeting, Pennsylvania affiliates of MBS sent this message to Frank White, MBS president: "Happy to inform of action taken by Pennsylvania affiliates of MBS unanimously endorsing the proposed change of affiliates contract." The affiliates praised Mr. White and MBS for its continued fight to stabilize AM radio.

* * *

GROUP at Pennsylvania Assn. of Broadcasters meeting (l to r): Lou Murray, WPAM Pottsville; W. J. Thomas, WCPA Clearfield; Victor C. Diehm, WAZL Hazleton; Sam Booth, WCHA Chambersburg; Roger Clipp, WFIL Philadelphia; Tom Metzger, WMRF Lewistown; Frank Altdoerfer, WLAN Lancaster. All are PAB officers.

DUO AT MEETING of Pennsylvania Assn. of Broadcasters (l to r): Jayson Gray, WCED DuBois, and Roy Morgan, WILK Wilkes-Barre.

* * *

BMI EXECUTIVES

New Appointments Set

ELECTION of Harry P. Somerville, director of BMI licensing (non-radio) for the past eight years, as vice president of that division, was announced by Carl Haverlin, BMI president, last week in New York.

Also announced were the appointments of Robert Sour as director of publisher relations, and George Marlo as director of writer relations.

Before joining BMI, Mr. Somerville served for years as vice president of the American Hotel Assn. and managing director of the Willard Hotel, Washington, D. C., where he also was president of the First Federal Savings Bank & Loan Assn.

Mr. Sour, writer of "Body and Soul" and other songs, became a BMI staff member 11 years ago at its beginning. He has developed and arranged for publication nearly every important college and university "varsity show," the announcement said. He has been in charge of writer relations for the past two years.

Mr. Marlo, a former publisher and assistant to Robert J. Burton, BMI vice president for publisher relations, has assisted in the development of new writers for several years, it was announced.

HAYES ELECTED

President of WTOP Inc.

ELECTION of John S. Hayes as president of WTOP Inc. (WTOP-AM-FM-TV Washington) and of two vice presidents—George P. Hartford and Clyde M. Hunt—was announced last Monday by Philip L. Graham, president and publisher of the *Washington Post*. Mr. Graham, president of WTOP Inc., becomes chairman of the board, succeeding Eugene Meyer.

Mr. Hayes

In other changes, Mr. Hartford was named vice president in charge of sales and Mr. Hunt vice president in charge of engineering and operations for WTOP Inc., which is owned 55% by the *Post* and 45% by CBS. It was emphasized that no actual changes in duties are involved in the promotions.

Cites 'Tremendous Growth'

In making the announcement, Mr. Graham stated that the elections result "from the tremendous growth of our operations in radio and television" in less than three years. He also commended the accomplishments of Mr. Hayes, who has served as vice president and general manager of WTOP Inc. the past two years, and of his associates.

Mr. Hayes took over the duties of general manager of WTOP when the *Post* assumed control of the station in February 1949. Previously he had been associated with WIP Philadelphia, WOR New York, WQXR New York and WINX Washington, former *Post* station. During the war he was commanding officer of the Armed Forces Network in Europe and associate director of Troop Broadcasting Services.

Mr. Hartford came to the Washington Post in 1935 and later, in 1947, was a salesman for WINX. In May 1948 he moved to WTOP and a year later was named director of sales.

Mr. Hunt, who has been with WTOP for 19 years, began his radio career in 1926, moving to WMAL Washington in 1928 and WTOP (WJSV) four years later. He has been chief engineer since 1936.

* * *

Mr. Hunt

Mr. Hartford

No. 3 IN THE FIVE POINT SYSTEM OF PROGRAMMING EVALUATION—

Farm Programs

IN IOWA, WHO IS THE PREFERRED FARM STATION

Business in Iowa is divided approximately 50-50 between industry and agriculture, but almost everybody in the State is interested in farming. The 1949 Iowa Radio Audience Survey proves that 23.2% of all Iowa women (including even urban women) and 25.3% of all Iowa men (including even urban men) "usually listen" to WHO's Farm News and Market Reports.

STATIONS PREFERRED FOR FARM NEWS AND MARKETS
(An Iowa Radio Audience Survey Study)

	Men	Women
Percentage of all listeners naming a favorite station	67.8%	49.5%
Best Farm News and Markets on:		
WHO	**37.4%**	**46.7%**
"B"	18.9	15.4
"C"	12.2	2.1
"D"	5.6	0.9
"E"	4.9	8.7
"F"	3.9	3.9
"G"	3.0	3.6
"H"	2.6	5.1
"I"	2.1	3.4
"J"	1.7	2.8
"K"	1.2	0.6
"L"	0.8	0.5
Others	5.7	6.3

In Iowa, *Specific Farm Programs* are highly and widely popular, and *more people prefer WHO farm programs than prefer those of any other station.* For three successive years, when asked to name the sources of their favorite farm programs, all Iowa farm-program listeners responded as follows:

	First Year	Second Year	Third Year
WHO —	14.0%	53.9%	55.0%
Station B —	54.5%	13.8%	10.2%

This is Point Three in the Five Point System of Programming Evaluation, which helps explain WHO's outstanding position as a public facility and as an advertising medium, in Iowa Plus. We suggest your consideration of this and the other four points as vital factors in time-buying.

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

Transitcast Appeal

(Continued from page 27)

lets disseminating constitutionally protected information, merely because such leaflets may also contain commercial advertising."

The petition explained:

. . . The broadcasts on Capital Transit's streetcars and busses are not PURELY commercial advertising, nor are the commercials even a dominant feature. . . . In any given hour the music, news, weather reports and other information of public interest (on WWDC-FM Washington) will far exceed the time devoted to commercials (limited to 60-seconds duration, each not to exceed six minutes per hour) . . .

. . . The court is obviously not so naive as to believe that music can be broadcast under our American system of radio broadcasting without the economic support of commercial announcements. By abolishing the right to broadcast commercials, the court has adopted a device which is calculated to stop all broadcasting on streetcars and busses . . .

The appellees held that commercial advertising is protected when it is "but a minor, though essential, part of a package which includes the dissemination of constitutionally protected information."

The petition questioned whether the Court of Appeals would uphold federal or state legislation "totally prohibiting commercial advertising by radio stations, newspapers and magazines, or legislation appropriating in the guise of taxes the gross revenue of these mediums, where it was clear that such legislation was a deliberate and calculated device to limit or prohibit the freedom of the press and the freedom of speech."

Yet, the end effect of the court's ruling is that it has prohibited the advertising of commercials "in such a way as to restrict the dissemination of constitutionally protected information by radio," the petition asserted. Moreover, "there is nothing in any existing statute or regulation which makes such radio program reception unlawful," and PUC found that the broadcasts do not "render the service unsafe," the brief added.

Summary of Objections

In summarizing its objections, the three parties held that the court decision (1) exceeds its statutory powers of judicial review; (2) misconstrues statutory duties of Capital Transit and PUC; (3) enlarges the rights of a dissident minority; (4) conflicts with certain SCOTUS decisions and extends others beyond boundaries "even remotely implied"; (5) asserts an equity power to determine public convenience; (6) extends protection of the Fifth Amendment to actions of private parties; (7) denies petitioners their right to disseminate information by radio; (8) brings in facts outside of the record as a basis for its ruling.

The petition was filed for Washington Transit Radio Inc. by W. Theodore Pierson and Vernon C. Kohlhaas, of the law firm of Pierson & Ball; for Capital Transit Co. by Edmund Jones, F. Gloyd Awalt, Samuel Clark Jr., and Daryal Myse; for PUC by Vernon E. West and Lloyd Harrison.

Copy of the petition was mailed to Paul M. Segal, of the law firm of Segal, Smith & Hennessey, attorney for Transit Riders Assn. and for Franklin S. Pollak and Guy Martin, on whose suit the court acted. Transit Riders Assn. was incorrectly identified last week as appellant in the transit FM dispute before the Court of Appeals, although it supported the suit.

Durable Goods

(Continued from page 27)

civilian industry are about 35% in excess of available supply, he added.

These views were expressed by Mr. Fleischmann in announcing government plans for third-quarter allotments of materials to producers of essential defense-supporting and other civilian products who now file under CMP. Commercial broadcast equipment falls under this category.

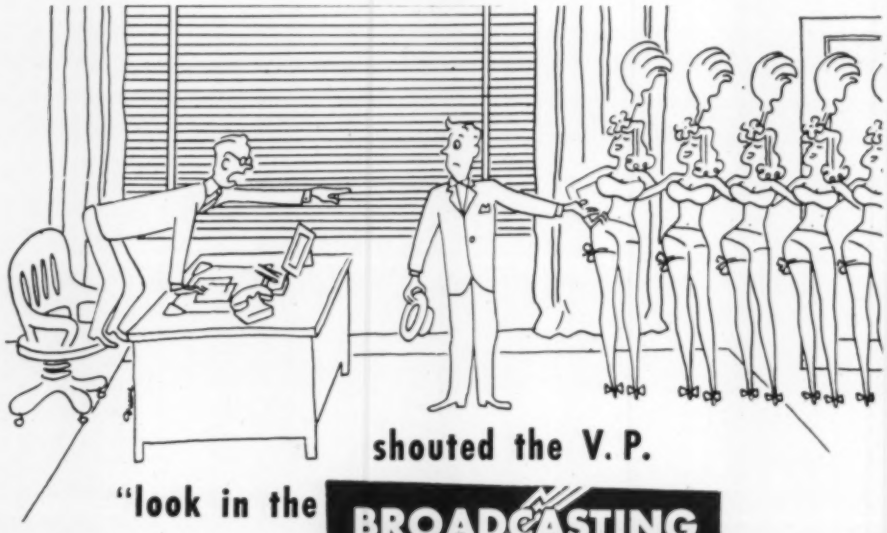
The steel problem is almost exclusively one of alloy, Mr. Fleischmann stressed. Structural steel is the basis of the government's recent order requiring that broadcasters obtain authorization before commencing new construction [BROADCASTING • TELECASTING, May 14, et seq.].

One source of concern in industry circles is that, under the iron-steel order originally issued, manufacturers would find it difficult to meet the demand for table-model radio-TV sets. Later Mr. Fleischmann expressed fear that manufacturers of civilian goods might be tempted to siphon materials into more expensive items.

Manufacturers have been gearing themselves to demand, however, for cheaper sets and were given relief under an amended order which permits the shifting of raw materials into various categories. NPA notified Radio-Television Mfrs. Assn. that the new order "should permit electronics manufacturers and assemblers a greater degree of flexibility in their operations" and tend to "alleviate the difficulties." Assemblers will not be necessarily limited on the basis of the number of finished units put together, it was said.

NPA reduced the categories from five to three: radio receivers, television receivers and phonographs. RTMA had requested that all products be treated as a single unit [BROADCASTING • TELECASTING, April 30].

"Those aren't the figures I wanted . . ."



shouted the V. P.

"look in the BROADCASTING TELECASTING

If you want ge to do the work of a lot of pages with sers and their agencies, go directly to t 0 radio decision-makers who read, refer remember BROADCASTING MARKETBOO

Publication Date: August 13

Circulation: 17,000

RESERVE SPACE NOW!

New Hooper Area Report proves that from Noon to Midnight:

Northeastern Ohio's largest audiences belong to WTAM

In a dramatic new development in radio research, Northeastern Ohio radio listening has been completely measured for the first time. The survey includes listening in cities, towns, farms . . . *all* listening in a thirteen county area embracing such major cities as Cleveland, Akron and Canton. The "Northeastern Ohio Area Hooperatings," just released by C. E. Hooper, Inc., become the new standard for radio buying in Northeastern Ohio.

Among the many provocative facts revealed by the survey are these:

☆ *From noon to midnight (peak listening time)* **WTAM** *consistently delivers the largest audience*

☆ *During these choice listening hours,* **WTAM** *leads in more periods than any other station in the area. (***WTAM** *leads in 120 periods; Station B in 109; Station C in 7; Station D in 3)*

☆ *Radio announcements on* **WTAM** *are the lowest cost-per-thousand buys in Cleveland*

For the buyer who carefully assays every possibility before making an advertising investment, the "Northeastern Ohio Area Hooperatings" will be an invaluable source of information. For the advertiser who seeks maximum audiences at the lowest cost-per-thousand, **WTAM** offers the best advertising medium in Northeastern Ohio.

50,000 watts

1100 kilocycles

Cleveland's *only* Clear Channel station

represented by **NBC SPOT SALES**

NEW YORK CHICAGO CLEVELAND SAN FRANCISCO HOLLYWOOD

WAKE UP
YOUR SALES
WITH
TOLEDO'S
TOP
MORNING SHOW
WAKE UP
ON
WTOD
MUSIC
MUSIC
MUSIC
With Time, News,
Weather & Sports
6:00 - 9:30 AM
DAILY
Monday thru Saturday
1000 WATTS
A Low Cost Buy in the Big Toledo Market
over 135,000 radio homes
Headley-Reed Co.
Representatives
UNITY CORP., INC.
Edward Lamb, Pres.
WTOD is closely associated with TV Stations WICU, Erie, and WTVN, Columbus, Ohio

WINX SOLD

UBC Buys Washington Outlet; Price Reported $120,000

WINX, 10-year-old Washington independent outlet, has been sold for approximately $120,000, subject to FCC approval. Joint announcement of the sale was made last Thursday by Dolly and William Banks, station owners, and Richard Eaton, president of United Broadcasting Co., purchaser.

The transaction for the 1340 kc, 250 w station includes all fixed assets of WINX and the execution of a forbearance contract, making a total consideration of about $120,000.

Under FCC rules, United Broadcasting Co., licensee of WOOK Silver Spring, Md., Washington suburb, will be required to dispose of that station before it can assume operation of WINX. Blackburn-Hamilton Co., radio station and newspaper broker, which participated in the WINX sale, reportedly has been authorized to handle sale negotiations for WOOK, a 1 kw daytimer on 1590 kc.

United Broadcasting also operates WSID Essex, Md., adjacent to Baltimore, WANT Richmond, Va., WARK Hagerstown and WFAN (FM) Washington.

In addition to WINX, Miss Banks and her brother operate WHAT, Philadelphia independent. The Banks acquired WINX in early 1949 from the *Washington Post* for a reported $130,000, following that newspaper's purchase of a 55% interest in WTOP Washington. As is the case in the current WINX sale, the *Post* was required under FCC duopoly rules to relinquish the WINX holdings.

Originally the *Post* paid $500,000 for WINX in 1944.

Legal details of last week's transaction were handled by the Washington law firm of Cohn & Marks, for the buyer, and by Dempsey & Koplovitz, for the sellers.

Bartley Leads

(Continued from page 27)

pleased that Comr. Hennock, "a wonderful person," had been nominated for the bench.

It was understood that Mr. Granik has been sympathetic to Comr. Hennock's battle on the Commission for additional reservations of TV channels for educational institutions.

Neville Miller, former Louisville mayor, later NAB president (1938-44) and now a Washington attorney, might be considered. It is emphasized that he would have the support of Vice President Alben Barkley, a fellow Kentuckian.

From FCC ranks, in addition to Miss Litvin, is General Counsel Benedict C. Cottone. He has been general counsel since 1946.

Robert Taylor Bartley was born May 28, 1909, in Ladonia, Tex. He spent his first 23 years in the Lone Star State, two of them at Southern Methodist U. He left school to run a filling station and later sold appliances for Lone Star Gas Co.

Moves to Washington

During the depression he went to Washington, becoming executive secretary of the Public Utility Holding Co. inquiry conducted by the House, serving under Dr. Walter M. W. Splawn, whom he accompanied to the Interstate Commerce Commission when Dr. Splawn was named to the agency.

At FCC he became director of the Telegraph Division in 1934. When it was abolished three years later, Mr. Bartley became a Securities & Exchange Commission examiner.

He gained his broadcast experience as executive secretary to the late John Shepard 3d, president of the Yankee Network, and subsequently became a vice president. He also was secretary-treasurer of American Network, a projected hookup of FM stations, and FM Broadcasters Inc.

This New England background (1939-1943) may serve to allay National Democratic Committee and White House pressure that reportedly has been set in motion for an appointment from New York or New England because of geographical considerations.

In 1943, Mr. Bartley joined NAB as Director of War Activities; later he became Director of Government Relations and headed the FM Dept. through its merger with FMBI with NAB. He left NAB in 1947. He also had been an applicant for a Houston station and was president and treasurer of KHTN Corp. in 1945.

Further possibilities are former Sens. Francis P. Myers, who was a Pennsylvania Democrat and a high-ranking member of the Senate Interstate Commerce Committee before his defeat in the last national election; Claude Pepper, Florida, and Frank P. Graham, North Carolina, former president of the U. of North Carolina.

Frieda Barkin Hennock was born in Kobel, Poland, became a teacher in 1937 at Brooklyn Law School, was the youngest woman lawyer in New York when in 1946 she became eligible to vote and practice before the bar, rose in the male profession of corporation law handling criminal cases as well as civil law.

From 1935-39, Comr. Hennock was assistant counsel to New York State Mortgage Commission, in 1941 joined the New York law firm of Choate, Mitchell & Ely as partner, becoming the first woman in the firm in its 140 years existence. Active in New York city and state politics, she became the first woman member of the FCC in its 21 years of regulatory history when she took office July 6, 1948, to succeed Clifford J. Durr.

She was the newest member of the present Commission and its 23rd since its creation in 1934. Her sucessor would become the 24th.

Earlier this year she was mentioned as a likely candidate for the chairmanship had Chairman Coy resigned. She also had been offered a district judgeship in Washington.

Controversial Figure

During her brief span on the Commission, Madame Commissioner has been a controversial figure. She has been a frequent dissenter in cases and was prominent in her separate views on color television. Her greatest cause has been educational television. She has been fighting for greater reservation of TV channels for educational institutions within the Commission and from speaking platforms across the nation. The momentum of her drive was conveyed to Capitol Hill where Sens. William Benton (D-Conn.) and John W. Bricker (R-Ohio), member of the Senate Commerce group, have been her greatest supporters.

An unknown quantity at deadline is when specifically the Senate Judiciary Committee will hear the nomination.

The dissenting New York city bar association has filed a letter challenging Comr. Hennock's qualifications with the committee.

ALMOST A MILLION ON WCKY
See Centerspread This Issue
ON THE AIR EVERYWHERE 24 HOURS A DAY
L. B. Wilson
WCKY
CINCINNATI
50,000 WATTS OF SELLING POWER

FAR-AWAY PLACES GET MORE IMPORTANT EVERY DAY

Up! Up! Up! go the demands for millions of tons of alloy steels. Jet planes take the very finest tough steel. Tanks and truck gears, guns and the noses of shells take still other scarce alloys. Thousands of civilian steel products, too, need alloyed steels for long service. Here are some things you'll want to remember about alloy steels:

1 **NATIVES OF NORTHERN NIGERIA** use headpans to carry columbite ore from paddocks (surface excavations). Columbite yields columbium, used in making stainless and heat-resisting steels. Sources of scarce alloying metals are scattered around the world.

2 **AMERICA HAS SO MANY NEW** electric furnaces that suppliers of scarce alloying ores can't keep up. That's why more alloy steel scrap is so badly needed. Factories and metal-working shops are urged to help by classifying alloy scrap to sell their nearest scrap dealers.

America's steel industry grows and grows. Do you know the facts about it? How many companies make steel? How much do they make? How fast is their capacity increasing? What are the steel companies doing to increase production of vital alloy steels? These questions are answered in factual, informative reprints from STEELWAYS magazine; excellent for school use. Ask for group on "Wilt-proof Steels". American Iron and Steel Institute, 350 Fifth Avenue, New York 1, N. Y.

3 **HEADED FOR A 2,000° JOB:** This is the shaft for a turbo-jet engine. Special analysis steels are a mass production item nowadays. The help of every factory and machine shop is needed to return scrap to the scrap dealers.

. . . there are certainly plently of occasions when they've been misinterpreted.

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(Continued from page 23)

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TABLE II

TOP NETWORK ADVERTISERS BY PRODUCT GROUPS FOR APRIL 1951

Agriculture & Farming	Allis-Chalmers Mfg. Co.	$33,496
Apparel, Footwear & Accessories	Frank H. Lee Co.	36,664
Automotive, Auto. Access. & Equip.	Electric Auto-Lite Co.	76,722
Beer, Wine & Liquor	Pabst Brewing Co.	121,286
Building Materials, Equip. & Fixtures	Johns-Manville Corp.	102,650
Confectionery & Soft Drinks	Mars Inc.	175,044
Consumer Services	U. S. Govt. (Army & Air Force)	100,319
Drugs & Remedies	Sterling Drug Inc.	656,020
Food & Foods Products	General Mills	620,031
Gasoline, Lubricants & Other Fuels	Standard Oil Co. of Indiana	107,810
Horticulture	Ferry-Morse Seed Co.	24,084
Household Equip. & Supplies	Philco Corp.	131,287
Household Furnishings	Burton-Dixie Corp.	36,500
Industrial Materials	U. S. Steel Corp.	133,800
Insurance	Prudential Insurance Co.	113,115
Jewelry, Optical Goods & Cameras	Longines-Wittnauer Watch Co.	125,990
Office Equip., Stationery & Writing Sup.	Hall Brothers	70,968
Publishing & Media	First Church of Christ, Scientist	8,288
Radios, TV Sets, Phonographs, etc.	RCA	179,502
Retail Stores & Direct by Mail	Airways Inc.	4,298
Smoking Materials	Liggett & Myers	490,609
Soaps, Cleansers & Polishes	Procter & Gamble	1,137,984
Toiletries & Toilet Goods	Procter & Gamble	607,650
Transportations, Hotels & Resorts	Assn. of American Railroads	84,575
Miscellaneous	American Federation of Labor	98,333

* * *

TABLE III

GROSS NETWORK BILLINGS BY PRODUCT GROUPS
APRIL, JAN.-APR. 1951 AND APRIL, JAN.-APR. 1950

	April 1951	Jan.-Apr. 1951	April 1950	Jan.-Apr. 1950
Agriculture & Farming	$ 60,196	$ 252,886	$ 109,277	$ 390,238
Apparel, Footwear & Accessories	68,326	428,961	169,202	500,495
Automotive, Auto. Acces. & Equip.	385,137	1,649,574	614,397	2,238,495
Beer, Wine & Liquor	241,457	1,217,705	234,211	992,848
Bldg. Materials, Equip. & Fixtures	124,070	468,391	122,078	452,368
Confectionery & Soft Drinks	571,769	2,116,569	604,618	2,447,224
Consumer Services	286,531	1,193,484	160,791	627,629
Drugs & Remedies	2,030,011	8,478,727	1,957,251	8,479,981
Food & Food Products	3,865,626	15,956,815	3,742,328	15,809,263
Gasoline, Lubricants & Other Fuels	464,510	2,097,465	370,041	1,684,474
Horticulture	24,084	66,231	29,360	88,980
Household Equipment & Supplies	243,125	964,783	220,891	982,154
Household Furnishings	83,395	297,616	47,446	163,538
Industrial Materials	196,557	729,018	199,883	761,281
Insurance	263,930	1,033,908	210,715	994,811
Jewelry, Optical Goods & Cameras	125,990	428,366	194,847	592,336
Office Equip., Stationery & Writing Supplies	70,968	300,882	150,567	585,807
Political			2,352	4,314
Publishing & Media	8,288	135,943	72,203	537,268
Radios, TV Sets, Phonographs, etc.	193,868	724,974	98,831	413,398
Retail Stores & Direct by Mail	5,583	10,847	13,356	21,592
Smoking Materials	1,900,724	7,400,244	2,068,250	8,446,898
Soaps, Cleansers & Polishes	1,646,766	6,353,697	1,812,891	7,070,147
Toiletries & Toilet Goods	2,506,301	9,527,114	2,159,302	8,834,948
Transportation, Hotels & Resorts	118,170	488,968	67,452	287,737
Miscellaneous	436,526	1,731,587	486,132	1,846,179
TOTALS	$15,921,908	$64,054,755	$15,918,672	$65,252,973

Source: Publishers Information Bureau

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WASHINGTON 6, D. C.

WILLIAM T. FARICY
PRESIDENT

June 12, 1951

To the PRESS and RADIO:

Subject: RAILROADS ARE A DEFENSE INDUSTRY

This nation can have no more of anything than it can haul -- no more guns, no more tanks, no more planes, no more ammunition, no more food, no more building materials.

The great bulk of this hauling is done by the railroads, which move more tons of freight more miles than all other forms of intercity commercial transportation combined.

That is why our railroads are a defense industry -- not simply an industry related to defense. Consequently, the production of freight cars and locomotives is a vital part of our present rearmament program, and a part just as essential as the production of the military freight they carry. The only difference is that military equipment is ordered and paid for by the government, while railroad equipment is ordered and paid for by the railroads.

As at the time of World War II, our railroads today are expected to move the great bulk of those things essential to national defense, and at the same time to continue to perform the largest part of all the transportation service it takes to keep the nation fed, clothed and at work.

It follows, then, that if the railroads are to be able to meet all the transportation needs of the armed forces and the civilian economy, the necessary requirements of the railroads likewise must be met. The railroads must be permitted to obtain the steel and other scarce materials they need to do their important job -- and there is no way in which these materials can be used to better advantage in increasing the transportation capacity of the nation.

Sincerely yours,

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Building Materials, Equip. & Fixtures		Johns-Manville Corp.	102,450
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Consumer Services		U. S. Govt. (Army & Air Force)	100,219
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Sincerely yours,

William T. Faricy

A Message to Milady

. . . Proved Radio and TV's Worth In Selling New Clothing Styles

By FRANK RYHLICK
RADIO & TELEVISION DIR.
ROSS, GARDNER & WHITE ADV. AGENCY, LOS ANGELES

TWENTY-FIVE years ago, when the fashion industry on the West Coast was in its infancy, Jaclane of California became a pioneer manufacturer of women's coats and suits.

Today, established as one of the oldest companies in the business, Jaclane is pioneering in another field by becoming the first West Coast company of its kind to explore the advantages of radio and television advertising.

Traditionally, coat and suit manufacturers in this region have relied on trade magazine advertising to reach their dealers, and on individual retailer efforts to tell the story to the public.

Radio was frowned on as useless circulation, a waste of money. Television was regarded as a gamble, somewhat more hazardous and far less rewarding than the green covered tables at Las Vegas.

But in 1949, Jack L. Goldberg, dynamic and enterprising founder-owner of the Jaclane company, decided it was time to re-examine the facts, to question some hallowed advertising cliches.

A Readiness to Accept New Ideas on Selling

If he had learned anything in the quarter of a century since starting to sell for himself instead of for someone else, Mr. Goldberg had learned that progress depends on foresight and willingness to accept new ideas.

He also knew that his company could not maintain its enviable *status quo* by sitting still, despite the fact that the quality of its coats and suits for women had long been accepted in the 11 Western states and Texas, and that prestige accounts in New York and Chicago were beginning to send buyers to him.

After discussions with William W. Schweit, account executive of Ross, Gardner & White Adv. Agency, Mr. Goldberg summarized his thoughts in this way:

"It seems to me that the best way to help our dealers would be to educate women in the proper way of buying their coats and suits."

That was a big order. From the earliest days of the apparel industry in America, garments had been made in what might be called classic sizes. A woman would ask for size 12, 14, 16, etc., depending on the realism or optimism of her self-appraisal. Later, the so-called "missy" sizes—11, 13, 15, 17, etc. —were manufactured.

Mr. GOLDBERG

But all the original sizes were made for the American dream girl, the tall girl, the model—the "whistle-bait." The average woman, with a little here and a little there and a little less in some other place, would go into a store and valiantly ask for a size 12. She got her size 12, and was even able to wear it—after practically everything but the color of the cloth had been altered.

When garments began to appear in half or intermediate sizes, women received them with about the same enthusiasm as they contemplated their birthdays after the age of 29. The average woman felt she would rather march into a store and ask for a pair of falsies in a clear and ringing voice, than to tell the clerk she wanted to try on a half-size suit or coat.

Delicate Selling Needed For Half-Size Styles

From its earliest days, Jaclane of California had recognized the need for half-size garments, and had concentrated on them. Many dealers who sold them used such euphemisms as "specialty size" or "12A" to placate milady's vanity.

Once the objective of the experimental advertising effort was decided upon, Messrs. Goldberg and Schweit found themselves in agreement that radio would be the proper medium for presenting an educational story.

In keeping with the quality of Jaclane garments and their dealers, a half hour Sunday evening recorded concert program on KFAC, the Los Angeles "music station," was selected. Entitled *Your Concert*, it was scheduled at 7:30 p.m. Steve Rose, son-in-law and partner of Jack Goldberg, and an accomplished musician and singer in his own right, worked with the station in selecting type of music desired.

First program under sponsorship of Jaclane of California went on the air Sept. 3, 1949. . . . The commercial message took this unusual and rather risky aproach:

". . . According to a factual survey, the average American woman is five feet, five inches or under. In seven out of ten cases, when she buys a coat or suit, the garment requires alterations. Jaclane half-sizes were developed especially to offer a more perfect fit for the average woman, thus reducing alterations to a minimum. In many cases, no alterations were required.

There is a common belief among many women that half sizes are designed for the matronly figure or for older women. Nothing could be further from the truth. Whether you are 16 or 60—stout or slender—if you are shortwaisted or under five feet, five

(Continued on page 42)

In Northern California

MORE PEOPLE LISTEN — more often — to KNBC

than to any other radio station

KNBC's 50,000 watt *Non-Directional* transmitter reaches *all the markets* of Northern California...

KNBC has the *biggest and most loyal* audience in the San Francisco-Oakland Metropolitan Market — the *seventh largest, fastest-growing* major market in America.

And as a plus, KNBC penetrates all the rich, fast-growing markets *throughout* Northern California. PLUS MARKETS like Stockton-Modesto, Ukiah-Mendocino, Napa-Santa Rosa, Santa Cruz-Monterey, Sacramento, San Jose-Santa Clara, and Eureka-Humboldt County.

ONLY KNBC can reach *all* these markets — in *one, big economical package*. KNBC sales reps will show you how...

KNBC delivers MORE PEOPLE (in one package!) — at LESS COST per thousand — than any other advertising medium in Northern California.

PLUS-Market Case History
Santa Cruz-Monterey

- Population:—195,831, an increase of 65.8% from 1940-1950
- Effective Buying Income*:—$273,411,000, an increase of 151.5%
- Retail Sales*:—$205,017,000, up 194%
- KNBC Audience:—Week after week, over 4/5 of the radio families listen regularly to KNBC

Sales Management's 1951 Survey of Buying Power

KNBC

Northern California's NO. 1 Advertising Medium

50,000 Watts — 680 K.C. San Francisco Represented by NBC Spot Sales

Message to Milady

(Continued from page 40)

inches, you can be more easily fitted in a half-size coat or suit. . . .

While strong men shuddered, and even the announcer flinched, this frank message was delivered, with variations, week after week into the ears of housewives who heard from other announcers that a new type of permanent or bra or soap was all they needed to garnish their divine forms with the essence of the irresistible.

Within a few weeks, KFAC began to get postcards and letters asking where the Jaclane half-size garments could be purchased.

That was the tip-off. Special garments and specific dealers were mentioned in commercial copy. After one such broadcast, in which it was mentioned, the Broadway Department Store reported results as "excellent."

Mr. Goldberg began to use the program to help his dealers in other ways. On March 19, 1950, one of his commercials contained this bit of local history:

J. W. Robinson Co., located at 7th, Grand and Hope in downtown Los Angeles, was founded in 1883 by young Joseph Winchester Robinson, who, lured by the fascinating tales of the West, left his Massachusetts home to establish a small store in Los Angeles.

The company has remained in step with the tremendous growth of the city and so today this beautiful store presents seven floors of carefully selected merchandise, including home furnishings, furniture, men's clothing, shoes and accessories, and the smart coat and suit creations by Jaclane of California. . . .

Last Feb. 3, another story was told:

It was back in 1896 that a young, ambitious man by the name of Arthur Letts opened a small store at 7th and Broadway, in downtown Los Angeles. . . . Today, in addition to the original store, greatly enlarged, the Broadway **now has branches in Hollywood, Crenshaw and Pasadena, offering a total shopping area of 85 acres of quality merchandise. . . .**

This type of public relations added another dimension to the use of radio.

Reaffirms Pledge To The Listeners

At beginning of the second year of *Your Concert* on KFAC on September 3, 1950, Mr. Goldberg told the public:

"We have been extremely gratified by the response we have received from the loyal audience of *Your Concert*. We believe that we can best express our appreciation by pledging to maintain our high standards of quality in coats and suits and to continue to bring you the very best in music for your entertainment. . . ."

The effects of this weekly half hour recorded program already have become widespread. Other manufacturers, who scoffed at first, are now beginning to wonder whether Jack Goldberg hasn't stolen a march on them and whether radio isn't a very useful medium of advertising.

Mr. Schweit believes that Jaclane experience points the way to increasing use of radio by other fashion manufacturers.

"Radio," he says, "seems to perform a three-way function for a company like Jaclane of California: It's trade advertising, dealer development and consumer advertising all at the same time."

It is during periods when business declines in other sections of the country that Jaclane can best ascertain the value of radio in the Los Angeles area. Here, there are fewer valleys in the sales graph and a more consistent level of dealer and consumer purchases. This is of vital importance to any coat and suit manufacturer. Jaclane officials conservatively estimate an 8% increase in sales volume that can be attributed to radio advertising in the Los Angeles market.

A buyer from Blackburn's in Amarillo, Tex., heard the KFAC Sunday evening concert program on a trip to Los Angeles. He was so impressed that he took home a file of the radio scripts as a guide for a prospective program of a similar nature in that area.

Other areas are beginning to respond in the same way—notably San Francisco, Seattle, Denver, Dallas, Houston and Fort Worth. These are indications that Jaclane of California may become an increasing factor in radio.

At the same time, it must be noted, Mr. Goldberg has not been unaware of the possibilities of television. Here again he played the part of pioneer for his industry by experimenting last fall with a series of live spot commercials on KTLA (TV) Hollywood.

Using an attractive girl who conformed to the physical specifications of the average woman, he showed that the realistic concept of half-size garments did not detract in the slightest from the goal of glamour and charm.

"Our first telecasts," Mr. Goldberg says, "indicate that we are on the right track and that television also will prove a valuable tool for our industry. All of this is only the beginning. . . ."

Guild Elected in N. Y.

EMPLOYES of WMCA New York elected Newspaper Guild of New York, Local 3, American Newspaper Guild (CIO), as their bargaining agent in a National Labor Relations Board election held May 29, it was announced last week. Fifteen employes voted for the guild, two for having no union and three failed to vote, the announcement said.

IN FACT $82,473,000 WORTH OF HARDWARE ITEMS PURCHASED ANNUALLY*
GET DOWN TO BRASS TACKS: WBNS GIVES YOU MORE LISTENERS PER DOLLAR!

Nuts and Bolts, Nails and Pails Add Up to $82 Million in Central Ohio

The sound of hammers, saws, lawn mowers and thousands of hardware items rings loudly in Central Ohio to the tune of over $82 million. And you can sell your share of this big hardware market at low cost with WBNS. Latest Hooper Report shows WBNS with all 20 of the top-rated shows, day and night! Profit from these ratings with your own spots and programs. For time availabilities, write us or call your John Blair representative.

*Source: Latest SRDS Cons. Mkts.

CENTRAL OHIO'S ONLY **CBS** OUTLET

WBNS PLUS WELD-FM Ask John Blair

POWER WBNS 5000 - WELD 53,000 - COLUMBUS, OHIO

What's Louisville Got-

BESIDE

Kentucky Bourbon?!?

The 3-county Louisville Metropolitan Area ranks 28th in Retail Sales* — ahead of Metropolitan Memphis, Miami or Omaha.

WAVE's Daytime BMB Area contains only 31.4% as many families as the Kentucky total—*yet produces Food and Drug Sales 65.3% as great as the whole State!*

WAVE-TV, now in its third year, is Louisville's first television station. It is NBC, ABC, Dumont — Channel 5. It is by far the most popular TV station in this area.

Get all the facts about WAVE — AM *and* TV. Write direct, or ask Free & Peters!

**Sales Management Survey of Buying Power, May 10, 1950*

WAVE AM TV

WAVE* has a Daytime BMB Audience of 238,490 families in Kentucky and Southern Indiana. This area has an Effective Buying Income of $1.67 billion, as against $2.51 billion for the entire State. The Effective Buying Income within WAVE's Daytime BMB counties is 151% of the Income in those Kentucky counties in which WAVE does NOT have a BMB audience!

***The WAVE-TV Coverage Area contains 256,400 families.**

LOUISVILLE

FREE & PETERS, INC.
Exclusive National Representatives

SPARTANBURG

(county)

1950

U. S. Census

POPULATION

147,888

Within the last ten years Spartanburg has enjoyed a healthy growth. The population of Spartanburg County has increased to 147,888—a gain of 16 per cent.

Over 100,000 of the people of Spartanburg County live within a 10-mile circle of the City of Spartanburg.

Retail sales in Spartanburg now exceed $100,000,000. Spartanburg is the HUB CITY of this highly industrialized and thickly populated Piedmont section.

Dollars go farther on WORD —Spartanburg's BEST RADIO BUY!

WORD

SERVING THE HEART OF THE PIEDMONT

ABC

WDXY-FM • DUPLICATION

Walter J. Brown, President

SPARTANBURG

South Carolina

SEE HOLLINGBERY

LeBLANC'S *Now Offers Asthma Remedy, But With That P.I. Wheeze*

HADACOL has a cousin—Amigo, by name, an asthma remedy.

Apparently in the spirit of friendship that inspired selection of the brand name, Amigo's promoters are selling it by P. I. plus "cooperation."

George Dupuis, Hadacol's advertising manager who is reputed to have plucked all but the pin feathers off hundreds of station rate cards, has submitted a P. I. proposal accompanied by subtle hints at Hadacol's promotional muscles.

Tender words of affection in the offer made by the newest entry in the P. I. field fail to mention that Hadacol's time is bought, though generally with concessions.

The Amigo offer is submitted in an envelope bearing titles and decorations of LeBlanc Corp., Lafayette, La., maker of Hadacol. The postal stencil reminds, "Feel Fresh and Bright, Hadacol."

Mr. Dupuis explains in his letter that he and an associate, Mac Hedrick, "are financially interested in Amigo, an asthma remedy that has been cleared with the Pure Food & Drug Administration and is a very meritorious product."

The offer is made through Majestic Adv. Agency, Houston, principal agency for Hadacol. Mr. Dupuis says this is "a $2.50 P. I. on this product which sells for $4.95 COD." Majestic will send a weekly check for sales, less 15% agency commission, he notes.

"We know that P. I.'s are not too popular with many stations but we hope this one will prove attractive enough for you to make an exception," Mr. Dupuis pleads.

'Top Pitchmen'

After explaining that announcements have been made by "top pitchmen," and can be used "as often or as little as you deem advisable," he drives home this telling clincher: "I want you to know that your cooperation in this matter means a great deal to me personally and I will greatly appreciate your writing me whether you will or will not accept this deal. All tests show that it should be very profitable for you."

Accompanying the Amigo offer is a message from President Dudley J. LeBlanc, of LeBlanc Corp., explaining that "the enemies of this wonderful product (Hadacol) are doing all they can in an effort to injure or hurt its sales." He denies that Hadacol has excessive alcohol as a preservative and lists six competing products with higher amounts.

"There is not enough alcohol in Hadacol to prevent it from freezing when it reaches the Northern markets during the winter," he said. "The Hadacol formula has been passed without objection by the Federal agency that has jurisdiction, and it has been approved by the Health Dept. of Louisiana and several other states. The Revenue Department of the Federal Government conducted an investigation to ascertain whether Hadacol was used for a beverage. They could not find one instance of such use throughout the width and breadth of this land."

Among P. I. offers reaching broadcasters this month is a White-Wall Magic Kit offered by Detroit-Standard Automotive Co. The kit has white paint for tire coating since white-wall tires are out of production. It is listed for sale at $3, with station getting $1 per order.

International Mailbag Club Inc., Cincinnati, offers a P. I. deal, explaining it is a welfare organization "working both for the handicapped and the hobbyist." The station gets 30¢ per $1 membership received. The listener also gets a copy of a poem, "A Smile."

LEGAL NOTICE

First In Washington on KGY

FIRST legal notice for official publication by radio, under a new Washington state law effective June 7, was sold on that date by KGY Olympia, Wash.

George Elder, chairman of the board of county commissioners for Thurston County, handed over the first legal notice to Sam Crawford of KGY's sales staff. The announcement was an official notice of a change of hours for county employes—closing of the county offices on Saturday during the summer months.

The radio advertising law was passed by the 1951 legislative session, largely through the efforts of the Washington State Assn. of Broadcasters and its legislative committee. Tom Olsen, past president, is chairman of the legislative group, while Fred Chitty, KVAN Vancouver, is state president of the association.

APS CONFERENCE

Beardsley Ruml To Speak

BEARDSLEY RUML, well-known tax and financial expert, will be guest of honor at the fourth Associated Program Service subscriber conference, to be held June 20 in New York at the Hotel Roosevelt, Maurice B. Mitchell, APS vice president and general manager, has announced.

Mr. Ruml, a director of the Muzak Corp., of which APS is a division, will discuss current business trends affecting station operation. The conference, which is for APS subscribers exclusively, will feature discussions of late developments in sales and program techniques. Mr. Mitchell will conduct the sales meetings and Leslie F. Biebl, APS program director, the program sessions.

IN AUSTIN, TEXAS....

THE GUY WHO WAKES THE ~~BIGGER~~ FARMER UP!

IT'S "THE OL' STOREKEEPER"

● **REESE TURNER,** "The Ol' Storekeeper," wakes up the farmers and ranchers of Central Texas . . . then goes out and visits with them all day!

The Ol' Storekeeper travels over 400 miles a week visiting with these farmers and ranchers and attending the meetings of their organizations, frequently as featured speaker before County Agents, Home Demonstration Agents, Soil Conservation and School groups.

FARM and RANCH HOUR . . . 6 to 7 a.m. . . . Monday through Saturday

"The Strongest Voice in the Capital of the Biggest State"

KTBC

CBS
LSC
5000 Wls
590 kc
Austin, Texas

The O. L. Taylor Company—National Representatives

In the fight against Inflation...

You are not alone

Every day you see headlines about the dangers of Inflation. You read what the Government must do and what each individual must do if we are to keep prices from going still higher.

Perhaps you've wondered, "What has business been doing?" For this reason, we want to report to you specifically what the *life insurance business* has been doing.

In recognition of the interest of our policyholders, and of the economy as a whole, the life insurance business has conducted a campaign to help check Inflation. As a part of this campaign we have published a series of nation-wide newspaper messages which have outlined the causes of this threat and emphasized the cures.

In recent weeks, to help reduce the kind of credit which leads to Inflation and higher prices, life insurance has joined with commercial and investment bankers, and other lenders, in a program of voluntary credit restraint—another most important effort in the over-all battle against Inflation.

Why important? Because when a business borrows money that isn't used to increase the production of essential things to buy—two things happen:

More money is made available to bid for goods—and unless there is an increase of goods to buy, this pushes prices up. *Less money* is available to expand defense plants and to increase production of essential goods.

So, at the suggestion of the Federal Reserve Board, life insurance, commercial and investment bankers and other lenders have agreed to discourage loans not aiding the defense program or not increasing—or at least maintaining—essential business operations.

The purpose of this voluntary program is frankly *to eliminate or reduce inflationary loans.*

This will restrict our freedom of action in selecting investments. But we gladly accept this restriction in the interest of the nation, and ask your co-operation.

Institute of Life Insurance

488 MADISON AVENUE, NEW YORK 22, N. Y.

This message is the 15th in a series of Anti-Inflation advertisements which have appeared in 425 newspapers during the past several months. The life insurance business is conducting this campaign to help preserve the buying power of the dollar—not only in the interest of its 83 million policyholders and all other savers but in the interest of our economy as a whole.

PRICE PROBE

Asked on Capitol Hill

CHARGING that manufacturers have been "gouging" their customers on many nationally-advertised products and are making money even now during the current price war, Rep. Donald L. O'Toole (D-N. Y.) June 6 called for a probe "of irregular and unfair price fixing" in radio, television and other appliance fields touched off by the Supreme Court decision on fair trade practices [BROADCASTING • TELECASTING, June 4, May 28].

Under Rep. O'Toole's proposal (H Res 244), a select House committee of seven members would be asked to "investigate the cost of producing, transporting, processing, converting and marketing . . . radios, television sets and all manufactured products that are used in the average home." An airing of profit percentages realized through retail and wholesale channels also was included.

"The ability of the large department stores to reduce prices from 30% to 60% conclusively proves that for years they have maintained a false price setup to the detriment of the consuming public," the New York Congressman declared on the House floor. This "deception," he added, has cost the public hundreds of millions of dollars annually and contributed to the high cost of living.

The O'Toole resolution was referred to the House Rules Committee, headed by Rep. Adolph J. Sabath (D-Ill.). There appeared to be little prospect for immediate action since Rep. O'Toole thus far has not requested any hearings. Moreover, a committee spokesman pointed out, consideration of the proposal by House Rules involves infringing on jurisdiction of other House groups set up to review price-fixing and other similar subjects.

A similar measure (H Res 243), introduced by Rep. Edwin A. Hall (R-N. Y.) and referred to the House Banking & Currency Committee, calls for lowering the cost of living by "encouraging price wars in retail prices of food and other necessities . . . to preserve the American system of free enterprise." A simple resolution, the Hall proposal does not call specifically for an investigation.

Next Question?

CONTRACT giving Mutual exclusive rights to *Twenty Questions*, Saturday, 8-8:30 p.m., for three years was signed June 8 with Mr. and Mrs. Van Devanter, owners. The program, which puts Mutual's list of exclusive shows at about 20, has been sponsored by Ronson Art Metal Works (lighters), which gives up sponsorship June 23.

GREECE MISSION

Crutchfield Leaves Soon

CHARLES H. CRUTCHFIELD, vice president and general manager of Jefferson Standard Broadcasting Co. (WBT-AM-FM WBTV (TV) Charlotte) has agreed to accept an assignment to Greece for the State Dept., leaving sometime early next month. Formal announcement of the appointment by the government was expected momentarily.

Mr. Crutchfield

Mr. Crutchfield will serve as an adviser and consultant to Greek radio officials on their campaign to modernize programming, engineering and other operations. He will visit Athens on a grant under the U. S. international exchange of persons program, and be absent from his executive duties in Charlotte for a three to four month period.

The Greek radio undertook the first steps in its modernization program last year, calling on the services of one American radio engineer. When officials again made a similar request earlier this year, the State Dept. compiled a number of possible candidates for the appointment. Mr. Crutchfield had been under consideration "for some time," a State Dept. spokesman said.

MICH. 4A COUNCIL

Nield, Caples Address

THREE nationally-known authorities addressed the annual spring meeting of the Michigan Council of the American Assn. of Advertising Agencies last Wednesday, June 13.

Dr. Ernest Dichter, head of his own psychological research organization, spoke on "Case Histories in the Study of Motivation." Walter K. Nield, vice president and art director for Young & Rubicam, New York, addressed the group on "Art Directing Grows Up." And Vice President John Caples of BBDO advised on "Making the Selling Points More Effective."

Mr. Caples summed up 25 years of copy-testing with his formula for making effective, sales-producing advertisements: "Select the right audience; make your ads easy to understand; don't claim more than you can get believed; make your ads specific; tell your prospect that he will get some free, valuable information by simply reading the ad; give your product a complete sales talk; and appeal to the reader's self-interest."

LOS ANGELES City Council, on occasion of KFWB Hollywood 25th anniversary, by unanimous resolution commended station for its outstanding public service.

WGN is your *Bonus Buy* in Chicago!

If you're buying any other station in Chicago you are losing a great bonus audience.

WGN reaches 260,100 more homes one or more times a week than the next station in the daytime.*

WGN reaches 302,750 more homes one or more times a week than the next station in the nighttime.*

Figure it out . . . **in 13 weeks WGN delivers a Bonus Audience the size of the city of Chicago.**

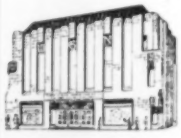
*1949 BMB

A Clear Channel Station . . . Serving the Middle West

MBS

WGN

Chicago 11
Illinois
50,000 Watts
720
On Your Dial



Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast Representatives: Keenan and Eickelberg
638 S. Van Ness Ave., Los Angeles 5 • 235 Montgomery St., San Francisco 4
710 Lewis Bldg., 333 SW Oak St., Portland 4

CHOSEN TO FIT
Miss Lorraine Jameson, Hosiery Buyer at The Halle Bros. Co., one of Cleveland's finest department stores, points out the qualities of Belle Sharmeer Hose to her star radio salesman, Bill Mayer of WGAR. Halle's and Belle Sharmeer carefully selected the "Mayer of the Morning" to carry their sales message to WGAR's four million friends in Northern Ohio.

CATCH THE BEST!
Colorful WGAR billboards catch the eyes of pedestrian and auto traffic to make nearly 24 million impressions each month. These outdoor boards are one of WGAR's many promotional activities attracting listeners for your sales story.

in Northern Ohio.. **WGAR**

the SPOT for SPOT RADIO

SUMMER RADIO INSTITUTE
Western Reserve University and WGAR co-operate to offer high school students in the Cleveland area an opportunity to learn all phases of radio, as WGAR turns its studios into classrooms for practical instruction by station personnel. WGAR is in a class by itself when it comes to community service.

TOWN AND COUNTRY
Bob Smith, WGAR's farm editor, has a background in farming that makes him a farmer's radio man. His program, "Town and Country", is beamed to both urban and rural listeners and is available for sponsorship. Reach a 3½ million dollar rural market served by WGAR. Harvest results!

WGAR *Cleveland*
50,000 WATTS ... **CBS**

RADIO ... AMERICA'S GREATEST ADVERTISING MEDIUM

Represented Nationally by
Edward Petry & Company

DO WE SAY ONE MILLION?

WELL—ALMOST!

WCKY DELIVERS 923,850 BMB FAMILIES NIGHTTIME

IN THIRTEEN SOUTHERN STATES

FOR

$50.00*

(*—open 1 min. Jamboree Participation Rate)

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

DO WE SAY ONE CENT?

YES, EXACTLY!

FOR ONE CENT, WCKY DELIVERS

185 FAMILIES NIGHTTIME*

FOR THE LOWEST COST COVERAGE OF THE SOUTH
WCKY IS YOUR BEST BUY

(*—1 min. open rate & Total BMB Nighttime Families)

Call Collect: Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci. 281

L. B. Wilson

WCKY
CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

editorial

Ford in Your Future

THE PROPOSAL by the Ford Foundation to cooperate with broadcasters in establishing a radio and television workshop is both daring and extraordinarily sensible. There is a real opportunity here for radio and television to enrich the cultural life of this country beyond the power of any other single enterprise.

We are sure that every broadcaster who believes his cultural obligations to his community transcend those of the neighborhood Good Humor man will eagerly contribute a full measure of support to the workshop plan. Backed by the enormous resources of the Ford Foundation and supplied from the very great creative talent pool of commercial broadcasting, such a workshop can produce educational programs in the truest sense of the term.

Education on the American plan, powerful, vigorous, challenging. Scholarship presented by intelligent showmen.

The union between commercial broadcasting and the giant philanthropy that is the inheritance of a great businessman is, at its outset, of obvious compatibility. It should produce an admirable heritage.

New Formation

CHANGES of far-reaching significance occurred on the regulatory scene last week. Comr. Frieda B. Hennock, first woman to serve on the FCC, has won her coveted appointment to the Federal bench in her native New York, and despite portents of a fight by a portion of the New York bar, her Senate confirmation can be expected.

In three years on the FCC, Miss Hennock found herself a militant minority on most important issues. She has kept the cauldron bubbling, notably on educational television—her *cause celebre*. She got the FCC more publicity and provoked more consternation in Commission ranks than any other member in recent years.

With the exception of the New York bar group, which questions her qualifications, everybody seems happy over Miss Hennock's promotion. She's happy. Her colleagues are beaming, and, we would judge, most of the licensees are pleased. She is conscientious, energetic and bright. In our view she will make an excellent judge.

There was another change which did not hit the headlines but which is of equally profound significance. Harry M. Plotkin resigned as assistant general counsel to enter private practice with the law firm of Arnold, Fortas and Porter.

For eleven years Harry Plotkin has been the master-mind among FCC lawyers. It was he, more than anyone else, who was responsible for the repeated allegation that the "lawyers" were moulding FCC policies, leading the Commissioners about, ring-in-nose. A brilliant lawyer, Mr. Plotkin admittedly has made most of the brick-bats that the FCC has thrown. He was a master of *obiterdictum*, that device of mailed-fist regulation through indirection.

According to his own lights, Mr. Plotkin did the best job he could for his client—the FCC. It can be expected that he will do the same for his clients in private practice. He left the Commission because he had been passed over on two promotions.

The President must appoint a successor to Miss Hennock to fill her unexpired term, which runs out on June 30, 1955. If a woman is to be named, to follow the Hennock precedent, the obvious selection, on grounds of merit and ability, would be Examiner Fanney Neyman Litvin. She has been an attorney in radio regulation since 1928—with the old Radio Commission. She is a respected examiner, who has come through the ranks.

If, on the other hand, an outside appointment is to be made, we have no doubt that Robert T. Bartley, ex-broadcaster and trade association executive is high on the Presidential list. He is now administrative assistant to his uncle, Speaker Sam Rayburn of Texas. Although only 44, he has had vast experience. He was director of the FCC's Telegraph Division from 1934 until it was abolished in 1937, and did an excellent job. He served at the SEC. He is a former vice president of the Yankee Network. He served with FM Broadcasters Inc., and was director of War Activities at the NAB.

There are others in the running, some of them qualified; others seeking a political plum.

We hope the President will make a merit, rather than a political appointment. Either Mrs. Litvin or Mr. Bartley would fall in the merit category.

Nightmare of '51

ALL FOUR NETWORKS have now had their inning on rates. The cuts appear to have appeased the advertisers who made good on their buyers' strike.

But appeasement breeds more appeasement. That lesson was learned at Munich. The question now is whether the line will be held.

It will hold if there's an end to under-the-table dealings, to talent concessions and to off-rate-card chiseling. It will crumble if any of the networks fall for the "sealed bid" techniques used by certain accounts during the ANA boycott, or for any other scare devices.

There's no undoing of what has been wrought—overnight. It is now a pull from behind scratch—roughly 10% behind.

There has been a salutary result. Broadcasters have been awakened from years of lethargic selling. The Affiliates Committee is following through after its spontaneous creation last April at the NARTB convention. It is meeting with representatives of the ANA and of the National Assn. of Radio & Television Station Representatives. The Broadcast Advertising Bureau, after a quakey start, is primed to go.

All this adds up to an offensive which, if properly coordinated, must retrieve for radio the ground it has lost because some people were scared. Never again, in our judgment, will the effect of television penetration be measured against radio alone. That abject fallacy has been nailed.

Stations, at long last, now are selling on the basis of values in their markets. Even in TV markets they are producing statistical proof that rates should be increased, based on sets in use, larger audience and lower costs.

A realistic approach is taken by Edward Petry & Co. in a series of display ads prepared "as a service to good radio." Advertisers and agencies are admonished to "put aside the easy judgment that *re*valued radio means *de*valued radio."

Encouragement for both networks and stations can be gleaned from the latest reports which show that network billings for April are ever so slightly ahead of those for April 1950, reversing the downward trend.

Broadcasters are over their scare. Advertisers have had their pound of flesh, sliced from the stations via the networks. There won't be any more radio Munichs. Those spring rate cuts will go into radio lore as the "Nightmare of 1951."

our respects to:

THOMAS EDWARD SHARP

TOM SHARP, president of Airfan Radio Corp. Ltd., licensee of KFSD San Diego, is a man of contradictions.

To the majority of persons, he is distant, introspective, a hard man to know.

To those few, however, whose worth has taken them through Tom Sharp's highly selective discernment, the story is different.

His close friends know him as a kind-hearted, at times extrovertish individual whose enjoyment of a good joke is matched only by his own ability as a raconteur.

These few friends say that he exudes a warmth not usually found in those persons whose friendship is more easily won.

Some of this handful of favored few even term him as a "good mixer" as indeed he is among those whom he has grappled to his soul "with hooks of steel."

Though the man himself is little known, his generosity has made his name a familiar one to residents of San Diego.

Only recently he contributed $500,000 toward the building of a 300-bed hospital near San Diego.

The hospital will be named the Donald N. Sharp Memorial Community Hospital in memory of Mr. Sharp's only son, whom death claimed in World War II.

1st Lt. Sharp, bomber pilot, was lost in action Dec. 23, 1944, when his plane was shot down over Bitburg, Germany.

Loss of his son has left an aching void in Mr. Sharp's heart. He believes that if Donald were here, he would have wanted his father to support the hospital.

Part of his affections have been transferred to Donald's daughter, Diane, 6½, whose blonde locks are like sunshine to her grandfather's eyes.

Otherwise, Mr. Sharp has submerged himself in work, at KFSD and at his 4,000-acre Monte Vista Ranch located in the outskirts of San Diego.

The most vivid memory of one of Mr. Sharp's friends is that of Diane racing through his office on her tricycle while Mr. Sharp continued to carry on the business at hand.

In order to understand the enigma of Tom Sharp, perhaps it would help to review his life.

To William Sharp and Elizabeth Jane Bailey Sharp, this son, Thomas Edward Sharp, was born in Victoria, Australia, just 61 years ago this Saturday.

After private schools in Victoria, young Tom Sharp began a course in engineering.

Then came World War I. Tom Sharp joined

(Continued on page 54)

what city is this?. . .

It's New York . . . in 1951.

The sign reads, "Pedestrian Crossing". With more than 2,000,000 Italian-Americans living in the New York area, it is understandable why traffic signs in Italian are needed.

For the advertiser, these signs are pointing the way to success in New York. The New York Italian market—the WOV market— has a purchasing power of more than $2,300,000,000 a year. It is by far the most important single economic group in the area. And because it is so close-knit a market, you can cover it *all* through the one medium that dominates it: WOV's Italian-language programs. Aware of this *result-getting* buy in New York, more and more national advertisers include WOV as a must in their basic campaigns for this market. Dramatically, traffic signs in Italian point up the soundness of this choice.

Ask us to show you WOV's new animated sound film, "Three Million People". We'll bring it right to your office.

ENGLISH **WOV** ITALIAN
NEW YORK
TWO LANGUAGES ONLY
5000 WATTS
Originators of *Audited Audiences*

ROME STUDIOS: VIA di PORTA PINCIANA 4 **730 FIFTH AVE., NEW YORK 19**

National Representative: John E. Pearson Co.

front office

DOUG FISHEL, account representative KXO El Centro, Calif., named assistant manager, replacing **FLO WINERITER**, resigned.

DICK JEWELL, commercial manager WCSI Columbus, Ind., appointed general manager.

ROY W. SINOR, vice president Broadcasting Corp. of America (KPRO Riverside, Calif., KPOR(FM) Riverside, KARO(TV) Riverside, KROP Brawley, KREO Indio and KPOR Blythe), assumes managerial duties at KPRO Riverside, in addition to his other duties, replacing **BILL HEFFERNAN**, resigned.

SAM JOHNSTON, sales staff WCPO Cincinnati, appointed to sales staff WSAI Cincinnati.

Mr. Johnston

J. TOM WATSON Jr., general manager of WSWN Belle Glade, Fla., resigns to become a missionary in Japan. Both Mr. and Mrs. Watson will enter Wheaton College, Chicago, for two-month Bible course and to attend the Evangelical Alliance Church missionary school. Mr. Watson opened WSWN in 1947. **Mrs. MARY FOY**, commercial manager, succeeds Mr. Watson as manager of WSWN.

TOM SWAFFORD, assistant manager KPOJ Portland, Ore., to KCBS San Francisco, as account executive.

ADAM J. YOUNG Jr. Inc., N. Y., appointed representative for KOAT Albuquerque, N. M., KTRC Santa Fe and KRSN Los Alamos.

CHARLES R. (Chick) ABRY, network sales account executive DuMont, to ABC-TV, as account executive.

ELMER O. WAYNE, sales staff WGAR Cleveland, appointed sales manager WJR Detroit.

RICHARD JOLLIFFE, assistant sales service manager KNX Hollywood and Columbia Pacific, appointed manager of that department succeeding **ROBERT PEREZ** resigned. **RALPH GLAZER** becomes assistant to Mr. Jolliffe.

CHARLES M. CONNER, *Anchorage Daily Times*, Anchorage, Alaska, to advertising staff KENI same city.

NORMAN BOLLES named to sales staff WMBM Miami Beach, Fla.

DANIEL H. BURNS appointed sales representative for WIS Columbia, S. C.

GEORGE ROESLER, sales staff WJOL Joliet, to WLOS Asheville, N. C., as commercial manager, effective July 1.

CHARLES FISH, Ziv Co., N. Y., to sales staff WPTZ (TV) Philadelphia.

BILL FARRIN, WFIL Philadelphia, named to sales staff WPEN same city.

GORDON HALL Jr., to CBS Hollywood legal department headed by **NED MARR**. He was with law firm of Brooks Gifford, Pasadena, and prior to that Wright & Garrett, L. A.

BLACKBURN-HAMILTON Co., radio station and newspaper brokers, moves its Chicago office to Tribune Tower, 435 N. Michigan Ave., from 360 N. Michigan Ave. **HAROLD R. MURPHY** is Chicago representative.

TONY GASTON, account executive WKZO Kalamazoo, Mich., father of daughter, Laurel Evans. . . . **CAL CANNON**, general manager KIEV Glendale, Calif., presented with Glendale College *Outstanding Alumnus of the Year* award.

WARD BYRON, executive producer for television ABC, replaces **BURKE CROTTY**, assistant national director of TV production, resigned.

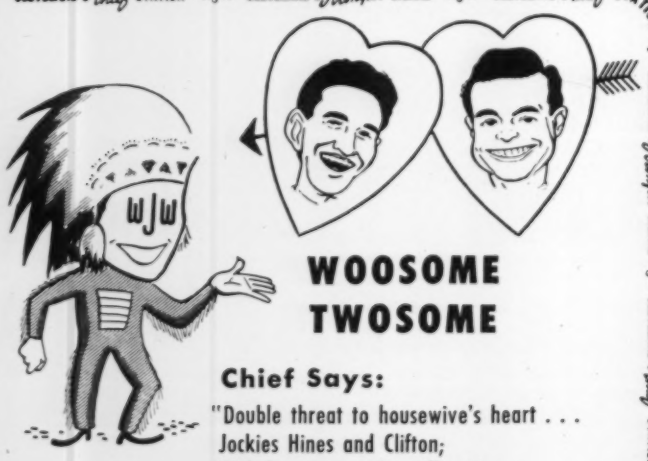
KITTY BURTON appointed to sales staff WNBW(TV) Washington.

RONALD STRANATHAN appointed commercial manager WCMW Canton, Ohio.

Personals . . .

HAROLD DAY, account executive ABC Spot Sales, elected president of Colgate U. Alumni Corp., at directors meeting in Hamilton, N. Y. Mr. Day, who joined the network in 1942, is member of Colgate class of 1928. . . . **CARL E. GEORGE**, vice president and general manager WGAR Cleveland, elected president of Sales Executive Club of Cleveland. . . . **LEE FONDREN**, national sales manager KLZ Denver, acted as official delegate for Denver Ad Club attending AFA national convention in St. Louis. . . . **RICHARD A. OSBORNE**, manager WCMI Ashland, Ky., elected president of Huntington Advertising Club. . . . **JOHN PATTISON WILLIAMS**, executive vice president WING Dayton and WIZE Springfield, Ohio, appointed member of committee on advertising of U. S. Chamber of Commerce. . . . **LEE GORDON RASMUSSEN**, manager KSWI and KFMX(FM) Council Bluffs, Iowa, father of boy, Kim Gordon. . . .

CLEVELAND'S *Chief* STATION • WJW • CLEVELAND'S *Strongest* SIGNAL • WJW • CLEVELAND'S *Chief* STATION



WOOSOME TWOSOME

Chief Says:

"Double threat to housewive's heart . . .
Jockies Hines and Clifton;
With her money she will part,
For products they have pitched on."

The gals laugh with Hines . . . sigh with Clifton . . . and BUY! Let Cleveland's top personalities sell for YOU.

CLEVELAND'S *Chief* STATION

WJW

5000 W. WJW BUILDING — BASIC ABC CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

WARREN AUSTIN, (second, r), chief U. S. delegate to the United Nations, receives a first hand tour of WDSU-AM-TV New Orleans escorted by (l to r): Ray Rich, TV program director; Robert D. Swezey, executive vice president, and William Ellwell, AM program director. Mr. Austin was in New Orleans as principal speaker of Tulane University's Founder's Day Ceremonies.

plenty of meat in this story

still further evidence that radio (WOWO especially) is the medium for reaching the great Midwest!

"I would like to compliment you," writes Mr. Hart Jorgensen of the Omaha Livestock Foundation to Jay Gould, WOWO farm director, "on your high degree of audience response to our announcements. Of eight stations in Iowa, Illinois, Indiana and Ohio, your station has come up with far and away the best response."

The only thing unusual about this statement is that we're compared with only seven other stations. Stack WOWO up against *any* number of stations and you'll find where your advertising dollar gets its best buy in the rich Midwest market-area! For details, check WOWO or Free & Peters.

WOWO

FORT WAYNE

NBC AFFILIATE

Westinghouse Radio Stations Inc

KYW • KDKA • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Our Respects To

(Continued from page 50)

the Australian Imperial forces. He became a commissioned officer about 1915.

Two years later, in London, England, he married the former Madeleine Nichols. This was August 7, 1917.

Donald Sharp

Thomas E. Sharp came to the United States in 1918 while on the staff of a British military mission. He obtained his discharge while still in this country.

While the young couple was still in New York, in 1918, a daughter, Madeleine, was born. Madeleine, now Mrs. Daniel Healy, lives in San Marino, Calif.

Tom Sharp went to California for health reasons in 1919 and spent the next several years in Coronado, regaining his health.

Then Donald was born, Sept. 9, 1922, in San Diego.

For his health, Mr. Sharp took up golf. Through the enthusiasm with which he tackles any undertaking, he soon became an excellent golfer. Awards won include the San Diego County Amateur Championship and the California Left-hand Amateur Championship.

Though he now finds little time for golf, he holds memberships in the San Diego Club, Roehampton Club, London, England, and the San Diego Country Club.

Artist's sketch of the planned Sharp Memorial Hospital

* * *

In 1928 he acquired an interest in KFSD, which at that time was bordering on insolvency. Incorporated in 1925, KFSD had been operating with only 500 w.

Between 1928 and 1931, KFSD was reorganized and its power was increased to 1 kw. Since 1931, the station has been an affiliate of NBC. The first network program it broadcast was *Amos 'n' Andy*.

Prior to 1937, Mr. Sharp had been a director and president of KFSD but in that year he became also the general manager. Since 1948 the station has been operating with 5 kw.

Friends estimate that for five days a week he spends 99% of his time in the Grant Hotel, the top floor of which is taken up by KFSD and his modest living quarters.

He lunches at a "round-table" in the Grant Hotel Coffee Shop with a few of his intimate friends.

At this table, a good deal of joke-swapping takes place. And Mr. Sharp's Australian accent helps make him a better-than-average story-teller.

Although he has given up much of the responsibility of the station supervision, he still is very interested in his employes. This is evidenced by his personally interviewing every person considered for employment, no matter what the position. He has spent many hours in an already busy day talking to applicants for the position of switchboard operator or typist.

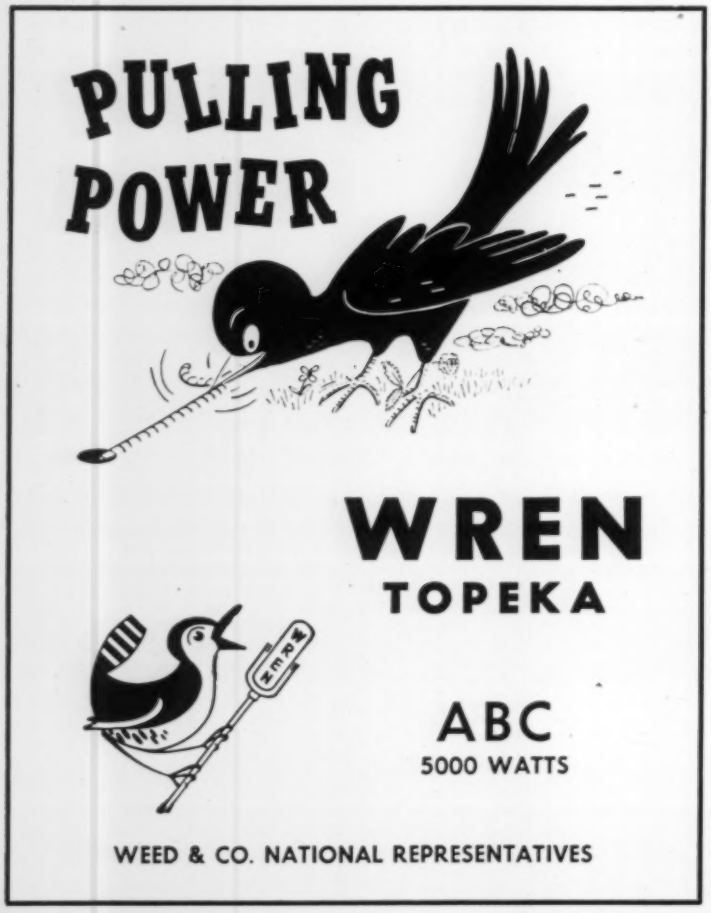
The remaining two days each week usually are spent at the Monte Vista ranch. Here he may be found supervising irrigation of his alfalfa fields or with an acetylene torch repairing a farm implement.

In addition to these abilities, he is respected for his draftsmanship both in the matter of construction plans and in drawing up legal documents.

As for dress, Mr. Sharp's tastes are extremely simple. A lawyer whose acquaintance spans more than a decade, said that he has never seen Mr. Sharp in anything other than a tweed suit, with a khaki shirt and tie.

KFSD has an application pending for a television station in San Diego and a hearing was conducted in 1948 just prior to the TV freeze.

Mr. Sharp is of the opinion that television is probably the greatest advertising medium ever conceived but owing to the constant attention demanded of its viewers he believes that it will never entirely replace AM radio.



ADVISORY GROUP

Sawyer Appoints Two

TWO new appointments to the Advertising Advisory Committee of the Dept. of Commerce, filling vacancies caused by deaths during the past year, have been announced by Secretary Charles W. Sawyer.

Arthur H. Motley, president of Parade Publication Inc., and publisher of *Parade*, Sunday supplement, and Frederick Bowes Jr., public relations and advertising director, Pitney-Bowes Inc., Stamford, Conn., were appointed to the committee, which maintains working liaison with the advertising industry.

WESTINGHOUSE Radio Stations executive personnel have moved into new quarters on second floor of Commonwealth Bldg., Washington. Management, sales, legal and program departments have all moved in. The engineering, advertising and accounting departments remain on first floor of building.

EMERY NAMED

Walker's Legal Assistant

WALTER B. EMERY, veteran of nine years with the FCC, has been named legal assistant to Comr. Paul A. Walker, it has been announced by the Commission.

Mr. Emery

Mr. Emery for the past four years has served as Chief of the Renewals and Revocation Branch of the Office of the General Counsel. Prior to that he held various Commission assignments in the FM, AM and Common Carrier Branches of the Bureau of Law and as an examiner.

Born Sept. 28, 1907, at Howe, Okla., Mr. Emery received his LL.B from the U. of Oklahoma in 1934 and his Ph.D from the U. of Wisconsin in 1939. Before joining the FCC, he taught at both of these universities as well as Ohio State U.; and for two years he directed WNAD Norman, Okla.

He was admitted to the Oklahoma Bar in 1933 and the Supreme Court Bar in 1946.

Mr. Emery's appointment retains at five the total number of legal assistants serving with Commissioners. Chairman Wayne Coy and Comr. Robert F. Jones are without such titled personnel. Paul Dobin, new chief of the Broadcast Bureau's Rules and Standards Division, had served in that capacity for Comr. Jones until the Bureau's official start June 4 [BROADCASTING • TELECASTING, June 4] and no successor has been indicated.

P&G SHIFT

Smith Given Special Job

GAIL SMITH, manager of television and nighttime radio production, Procter & Gamble Co., has been given a special temporary assignment in the brand promotion division, effective July 1, the company announced last week.

W. M. Ramsey, director of radio, who has been devoting the major part of his time to the company's large daytime schedule, will assume direct responsibility for P&G's nighttime radio shows as well. The company's TV activities will be handled jointly by W. F. Craig, associate manager of TV, and G. A. Ralston, executive producer.

Mexico Trip

COMR. ROSEL H. HYDE, who headed NARBA delegation and Broadcast Bureau Chief Curtis B. Plummer, fly today (Monday) to Mexico City to talk border TV allocations with the Director of Telecommunications, Miguel Perrya. They will be gone about one week.

OIL NEWSLETTER

PUBLISHED BY THE OIL INDUSTRY INFORMATION COMMITTEE — NUMBER 19 OF A SERIES

FOR YOUR INFORMATION:

Motor vehicles on the roads of the United States have passed the 50 million mark. On some recent day which will never be exactly known, in the balance between new car registrations and scrappage the total number of passenger cars, buses and trucks on the roads of the United States exceeded 50 million for the first time in history.

Report of total vehicles from the Bureau of Public Roads for 1950 showed 49,143,275, including more than 40 million privately-owned passenger cars, more than 8 million privately-owned trucks, more than 140 thousand privately-owned buses, and nearly 600 thousand publicly-owned vehicles. In the first quarter of this year, new car sales exceeded a million and a half, and scrappage is estimated at less than half of this.

This month and the next three months, the numbers of these vehicles rolling at one time will reach an all-time peak with the coming of the vacation season.

Eight out of every ten Americans will go by car when they take their annual "two weeks with." The average trip will last eleven days and will cover around 1,000 miles. But, the over-all mileage piled up will be astronomical. The American Automobile Association estimates that vacation drivers in 1951 will roll up about 30 billion miles.

Concentration of travel in June, July, and August creates a tough job for the oil companies. Gasoline demand jumps millions of gallons per day, and goes to demand peaks suddenly at vacation centers: in the mountains, the beaches, at desert oases or at isolated fishing camps.

In addition to gasoline, vacationers look to the service station for lubricants, accessories, and maintenance, for rest rooms, local information, directions, and refreshments. With the road maps furnished free, the station operator helps plan vacation routes. (Incidentally, more than 100 million road maps are given away each year by the oil companies.)

That service is made possible by the operation of some 200,000 competitive service stations, nine out of ten of them privately-owned or managed. Industrial progress plus intense competition has made America truly a nation on well-oiled wheels.

* * * * * *

If you need information on the oil industry at any time, please write to me.

H. B. Miller, Executive Director
Oil Industry Information Committee
American Petroleum Institute
50 West 50th Street
New York 20, N. Y.

P. S. Be sure you drive carefully!

GAMBLING

Question on Interpretation

BIG question mark that is being asked on Capitol Hill is: What does the Senate Crime Investigating Committee mean by "gambling enterprise?"

If broadcasters had the answer to this, they would know how far the new anti-gambling information bill (S 1624) would affect their business operation. It is pointed out that these words in the legislation introduced in the Senate by committee members a week ago Friday [BROADCASTING • TELECASTING, June 11] are the key to the measure's effectiveness.

The bill would do two things, radio-wise. It would make it unlawful to transmit any bet or wager by telephone, telegraph, or radio by adding a new section to the U. S. Criminal Code. And it would extend the present criminal law on broadcasting lottery information or advertisements to include any "gambling enterprise."

Definition of what constitutes "gambling information" filled pages of Senate Interstate Commerce Committee transcript last year when hearings were held and a bill reported. FCC defined gambling information as "bets or wagers, or betting odds or prices paid on any sporting event or contest."

The Justice Dept. defined it this way: "Bets or wagers or related information assisting in the placing of bets or wagers on any sporting event or contest, or transactions or information facilitating betting or wagering activities on any sporting event or contest."

The crime committee probers' bill has been referred to the Commerce Commissee which, as a matter of course, will ask both FCC and Justice Dept. for comment.

A Crime committee spokesman says the courts would decide in the long-run, if and when the bill becomes law, what interpretation would be given the term gambling enterprise.

According to those who prepared the bill, definition would place three "tests" on what is a gambling enterprise. These are whether (1) there is an element of chance, (2) there is a distribution of property or property right and (3) there is some consideration given from recipient—i. e. whether he put up some money with expectation of getting back more by chance.

The bill, the spokesman says, is part of the legislative pattern proposed by the committee in a series of bills to stamp out "rackets." A measure already introduced would strike at the national wire service if used for illegal ends [BROADCASTING • TELECASTING, June 4].

For the radio industry, according to this informant, the series of bills mean: "You can carry gambling information as a news service but if you support or publicize or lend facilities to gambling enterprises then you would be breaking the law."

Section of bill that relates to transmission of bets and wagers by radio apparently does not put the pinch on broadcast activities since it deals with the actual transmission of a "bet, wager, or any money or money order in payment of any bet or wager. . . ."

On the other hand, the section touching upon lottery information could be more inclusive, depending upon definition.

WELCOMING James L. Cox (r) to his new post in Hollywood as BMI West Coast station relations director were (l to r) Robert O. Reynolds, vice president and general manager, KMPC Los Angeles; Chester Renier, program director for KLAC, and Robert J. McAndrews, managing director, Southern California Broadcasters Assn.

TAX FEARS

Allayed by Analysts

FEAR by advertisers that their tax deductions for advertising may be disallowed is unwarranted as long as the company involved "is actually trying to sell, if only in the future," according to leading tax analysts, J. K. Lasser and William J. Casey.

Messrs. Lasser and Casey in their memorandum, "Advertising and Taxes," distributed by Business Reports Inc., New York, say that as an ordinary expense of maintaining a productive asset for present or future use, such advertising is "like paying watchmen and carrying insurance on an idle plant, or cleaning and oiling the equipment."

"We do not know of a single instance in which there has been denial of tax reduction when a company was trying to sell. Even when so fully committed to military work that it had nothing immediate to sell, a company was entitled to a tax deduction for copy trying to sell in the future," the tax analysts observe.

Meanwhile, on Capital Hill five percentage point increases in all tax rates on corporations have been proposed by the House Ways & Means Committee as it moved to clear the revenue measure for House consideration.

Dropped from the bill was a proposed excise tax increase on radio and television sets from the present 10% to 15% [BROADCASTING • TELECASTING, May 28].

Under the measure, the rate for corporations earning less than $25,000 a year would be boosted from 25 to 30% and on corporations making more than that figure yearly from 47 to 52%.

The committee turned down a proposal to soften the excess profits tax plan that had already been approved by the group. Previously, it had voted to set the excess profits tax base at 75% of a corporation's earnings in the three best years of the four year period 1946-49 inclusive.

GOP members attempted to keep the base at 85% where the rate is now but their motion was defeated.

The tax legislation must first be approved by the House before it can be considered by the Senate where it is believed substantial changes will be made.

Eileen Hazel Flake

EILEEN HAZEL FLAKE, veteran of 28 years service with WBAP-AM-FM-TV Fort Worth, Tex., died May 30 of a heart condition. Miss Flake had been with the station longer than any other employee, starting in 1923 as secretary, one year after WBAP went on the air. She became traffic chief in 1938 after having served in almost every department.

McClure on ABC

EFFECTS of the Army Dept.'s radio and loudspeaker broadcasts on enemy troops in Korea was discussed by Brig. Gen. Robert A. McClure, chief of the department's Psychological Warfare Branch, on ABC's *Time for Defense* last Tuesday, 10-10:30 p.m. EDT. According to the Army, 35% of the captured enemy soldiers have been convinced by the broadcasts and leaflets.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER RADIO AUDIENCE INDEX, DECEMBER, 1950 through FEBRUARY, 1951

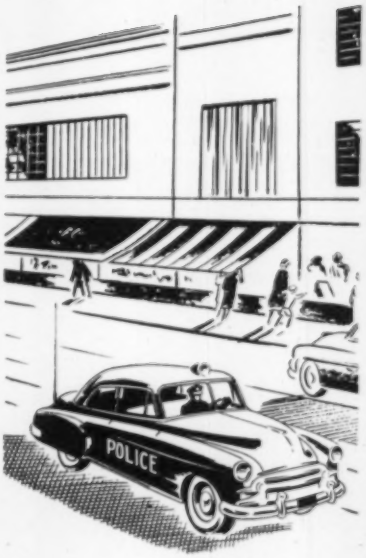
SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

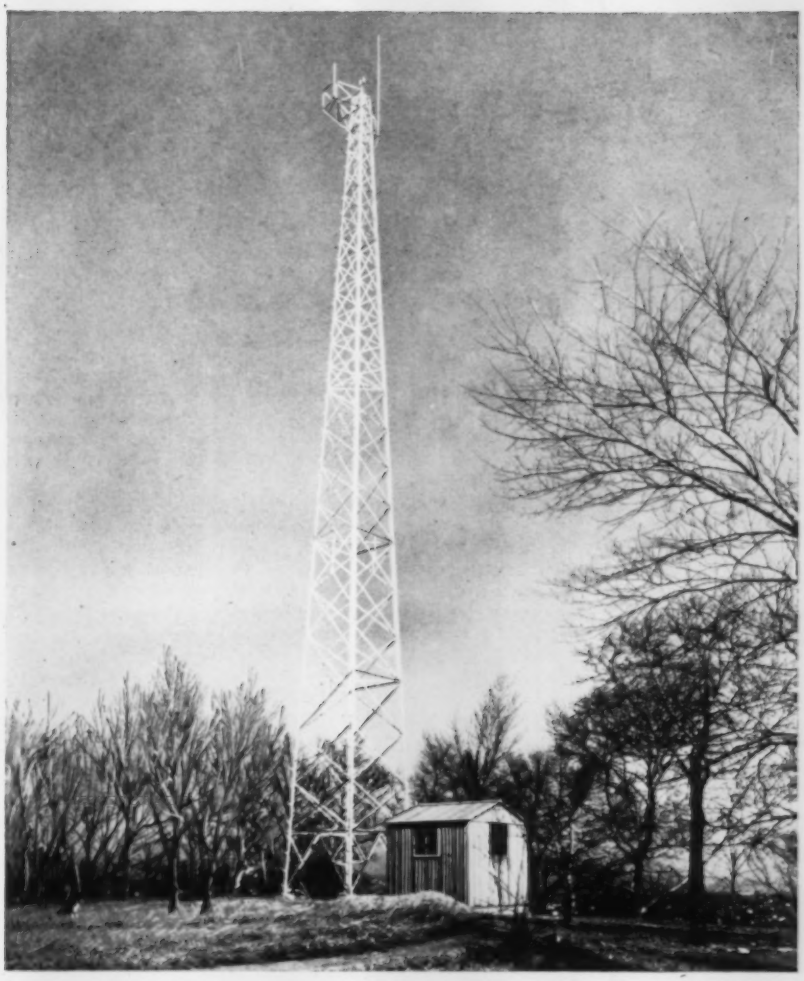
TIME	RADIO SETS IN USE	WDBJ	B	C	Other
Monday thru Friday 8:00 AM - 12:00 Noon	23.3	50.8	25.3	23.8	0.1
Monday thru Friday 12:00 Noon - 6:00 PM	23.3	64.9	19.1	15.7	0.3
Sunday thru Friday 6:00 PM - 8:00 PM	38.1	74.4	13.1	11.9	0.6
Sunday thru Saturday 8:00 PM - 10:00 PM	40.8	67.5	9.1	20.4	3.1

*C. E. HOOPER, Inc.

Get the entire story from FREE & PETERS

WDBJ CBS • 5000 WATTS • 960 KC
Owned and Operated by the TIMES WORLD CORPORATION
ROANOKE, VA.
FREE & PETERS, INC. *National Representatives*





TOWERS THAT "TALK" TO THE STATE OR SQUAD CARS

Mobile Communications Systems naturally require no thousand-foot towers to cover their "beat." But isn't it good business to do business with a concern that makes both? There's no need to compromise on the antenna towers for your UHF system when you can be sure with a Blaw-Knox Tower *designed* especially for this important radio field. Scores of these self-supporting towers are now providing safe support for high-gain antennas that give maximum signal strength and soft-pedal the high noise level of metropolitan areas. The cost? No more than for "make-shift" structures.
For complete technical data just drop a note to

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg., Pittsburgh, Pa.

Dedicated to Greater Service

BLAW-KNOX ANTENNA TOWERS

WILK
offers you
POWER
POWER
POWER
5000
Watts
of
SELLING POWER
in the Wilkes-Barre
Metropolitan Area
and 14 Surrounding
Counties
In WILKES-BARRE . . . It's
WILK 980
The CENTER of ATTRACTION on Your Dial!
AM-FM ABC AFFILIATE
5000W (d) 1000W (n)
Wilkes-Barre, Pa.
★
AVERY-KNODEL, Inc., Nat'l Rep.
608 Fifth Ave., New York 20, N.Y.

GOV'T ADS

Stations Should Be Paid, Senator Tells FAB

GOVERNMENT agencies should pay for advertising, except where messages are of a specific public service nature, Sen. Spessard L. Holland (D-Fla.), told the Florida Assn. of Broadcasters banquet, held during the FAB's June 8-9 meeting at the Mayflower Hotel, Jacksonville.

Broadcasters have the right to decide what they will give free to the government, Sen. Holland said, adding, "I know you will continue to be generous. Nothing can be more distinctly American than the way you determine what you can carry as public service programs."

Right of stations to examine political broadcasts in advance was emphasized by Sen. Holland. He lauded radio's coverage of world affairs and its reporting of the Korean war, but said he would like to see improvement in "telling the things which our nation is doing successfully."

Sen. Holland said, "We must resist very strongly every effort and tendency toward controls which will be burdensome or suppress free expression, much less look toward governmental ownership or operation."

New Board Members

Board members were elected by the association, supplementing election of administrative officers [BROADCASTING • TELECASTING, June 11]. The new board includes the retiring president, Garland Powell, WRUF Gainesville, and new officers, including President S. O. Ward, WLAK Lakeland. Others elected to the board were Robert G. Venn, WMIE Miami, and J. Allen Brown, WLOF Orlando.

FAB adopted a resolution calling for relaxation of the FCC rule covering licensed engineers, looking toward provisions similar to those in effect during World War II. A resolution introduced by Walter Tison, WLAT Tampa, reaffirmed FAB's advocacy of ratification of the North American broadcasting treaty.

Appointment of a committee to confer with high school athletic officials was authorized in an effort to reach an understanding on charges for rights to football games.

Report of the Legislative Committee, of which James M. LeGate, WIOD Miami, is chairman, was given by Kenneth Ballenger, FAB legal counsel and legislative representative. He reported the new Florida sales tax law exempts radio from a tax on film, transcriptions and other items used in radio and TV broadcasts. He said a law had been enacted forbidding TV in autos if screen is within driver's view. The civil defense law provides no control over radio and newspapers, he said. He added the bill covering legal public notices by radio was still in committee.

In retiring from the presidency, Mr. Powell urged FAB to set up permanent headquarters and arrange meetings to follow in order with Georgia and Alabama sessions. A budget of $3,500 was adopted for the year.

Dorsey Owings, of BMI, urged stations to send both programs and sales personnel to BMI clinics. A resolution lauded the BMI plan to encourage young composers.

Official thanks were received from the Weather Bureau for radio cooperation in getting messages to the public. Eleanor Brumbaugh, of Florida Citrus Mutual, grower cooperative representing 86% of the citrus produced in the state, thanked broadcasters for cooperation in carrying citrus news.

George Steel, radio public relations director at U. of Florida, said the university is making dramatic presentations on tape, with programs about hurricanes and university activities.

Plaques were presented at the banquet to Mr. Powell, outgoing president, and T. S. Gilchrist, WTMC Ocala, secretary-treasurer, as well as to the 1949-50 president, William G. McBride, WDBO Orlando, and Jerry Stone, WNDB Daytona Beach, secretary-treasurer. Greetings were received from Emmett Brooks, president, Alabama Assn. of Broadcasters; FCC Chairman Wayne Coy; Curtis Plummer, chief of FCC Broadcast Bureau, and Harold E. Fellows, NARTB president.

L. A. Summer Course

RADIO and recordings as teaching aids will be subject of a six weeks summer course at Occidental College, Los Angeles, starting today (Monday) under Betty Van Werden, consultant in radio education for Los Angeles City Schools. She is writer-producer of the children's program *Once Upon A Time*, recently named by the Institute for Education by Radio-Television for the second highest national honors in its field.

AIMS MEMBERS

Report Audience Gain

INDEPENDENT local radio stations have found the key to success in dealing with television and are very optimistic about their own future as "a distinctive advertising medium with an increasing listening audience," Steve Cisler, WKYW Louisville, asserted last week.

That was also the consensus of some 45 radiomen who attended a closed-door summer session of the Assn. of Independent Metropolitan stations at Colorado Springs, June 8-10. Views on programming, sales and promotion were exchanged during the three-day meeting, held at the Hotel Broadmoor, with Al Meyer, KMYR Denver, as host.

Independents have gained an additional listenership ranging between 15% and 25%, with much of the increase attained in TV station markets, according to Mr. Meyer. In fact, "not a single station has reported any adverse effect from TV competition," Howard Johnson, KNAK Salt Lake City, said after the meet. He contended that TV's high cost of operation "has put out of reach this medium for local advertisers."

A secret committee was chosen to select an agency to evolve a campaign plan designed to promote AIMS and other independent radio stations throughout the nation over a 52-week period. Additionally, the association, which drew delegates from 25 states and the Territory of Hawaii, voted a $25,000 appropriation for publicity and advertisements in national trade papers.

Mr. Cisler stated that "while the networks are singing the blues, the independent station is on top of the pile." He said that all AIMS members will receive complete details of the meeting but the industry "will remain in the dark."

NBC's *Halls of Ivy*, sponsored by Jos. Schlitz Brewing Co., Milwaukee, awarded citation by Junior Chamber of Commerce for ". . . not only splendid entertainment but also because it imparts to the American people a better understanding of the whole profession of teaching. . . ."

JUNE 18, 1951

TELECASTING

A Service of BROADCASTING Newsweekly

GOOD THINGS COME IN THREES...

STAGE ENTRANCE—7:45 P.M. Wed.

Earl Wilson, N.Y. Post Columnist, has a fast-moving interview stanza in "Stage Entrance". Show gets away from the stiff quality of some one-a-week programs... Wilson handled his interviewing chores nicely and he's able to secure such guest lineups...
—Variety

NOT FOR PUBLICATION—7:45 P.M. Mon. & Thurs.

Du Mont has a property of considerable promise in "Not For Publication". Actually a dramatization of the inside story behind many newspaper yarns, the program has a natural human interest slant which should be productive of a television audience. The show caught was a gripping, vastly effective climactic story of an attempt to commit suicide... the direction and camera work were outstanding, especially the eye-arresting closeups...
—Billboard

WASHINGTON REPORT—7:45 P.M. Tues. & Fri.

Tris Coffin has the punch and accuracy of a good reporter and the dramatic instinct of a good playwright. Mr. Coffin's best talents, and they are considerable, are displayed in dealing with Congressional hearings.—N. Y. Times

Three great new shows—built, produced and presented on the

DU MONT TELEVISION NETWORK

62 Affiliated Stations

A Division of Allen B. Du Mont Laboratories, Inc. • 515 Madison Avenue, New York 22 • MU 8-2600

A Service of Broadcasting Newsweekly

National Press Bldg.
Washington 4, D. C.

JUNE 18, 1951

BROADCASTING • TELECASTING
$7 annually, 25c weekly

TELECASTING

FREEZE LIFT VIEW

Delay Would Harm Public—Coy

"ANY DELAY in lifting the 'freeze' which has prevented the expansion of television service since September 1948 would . . . harm the public."

This is what FCC Chairman Wayne Coy wrote Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate Commerce Committee, in giving the Commission's views on Sen. William Benton's (D-Conn.) original resolution proposing a 90-day delay in allocation of TV channels, pending review by the Commerce group.

Since that time, the resolution has been superseded with a bill (S 1579) and a joint resolution (S J Res 76) which would create a National Advisory Board for Radio and Television and keep intact the TV freeze for an added six months to a year [BROADCASTING • TELECASTING, June 11, 4].

Under Congressional procedure, the Commerce group also is asking for additional comments on the new legislation offered by Sen. Benton.

Questioned about the advisory board bill and the joint resolution, Senate Policy Leader Ernest W. McFarland (D-Ariz.), chairman of the special subcommittee that is considering the legislation, said last week meetings would be held on the proposals as soon as possible.

Hennock's Stand

While Chairman Coy wrote to Committee Chairman Johnson for the Commission, a separate view was given by Comr. Frieda B. Hennock, who was nominated for a New York judgeship last week (see story, page 27) and who also is an enthusiastic supporter of educational TV.

Comr. Hennock gave her full support to Sen. Benton's proposal that Congress investigate, saying that it was "unlikely" that the FCC would initiate a probe "of the entire, many-sided question of television in order to insure the maximum development of (its) educational and public service potentialities.'"

Chairman Coy said it would be up to Congressional policy whether such a probe be conducted, and outlined the history of FCC proceedings on blueprinting an allocations plan.

Comr. Hennock said a Congressional study would aid and guide the "further development and establishment of the finest television service possible for the American people."

Maintaining that the proceedings in the allocation question "are in the main concerned with the technical allocations and nonprogramming aspects of TV," Comr. Hennock said the FCC was "unrealistic in placing the entire burden for bringing out the facts of this reservation question on educational groups which were ill-equipped to carry it."

Other points by Comr. Hennock were: Educational TV stations will not "solve" all of the public's needs insofar as television programming is concerned; commercial broadcasters still have public service responsibilities "in broadcasting to provide a well-rounded program service and not allowed to transfer their obligations to educational stations."

She pointed out that under the FCC's proposed allocation of channels, "many sections of the U. S. probably will be completely without educational television stations."

'Blue Book' Aspect

Both Chairman Coy and Comr. Hennock referred to the "TV Blue Book" aspect of Sen. Benton's original resolution. Chairman Coy said FCC was aware of the programming problems of stations and that the Commission had considered the problems in "the most recent application for renewal of license of 44 TV broadcast stations.

The Commission on Jan. 29 unanimously granted the renewal applications, but at the same time announced with Comr. [Robert F.] Jones dissenting, that a public conference will be scheduled, at a date to be announced later, for the discussion of television broadcasting problems from the viewpoint of the public, the Commission and the industry.

The agenda for this conference will relate generally to the role of television in serving the needs and interests of the public. The possibility of the improvement of television programming by television broadcast stations will most certainly be explored at this conference.

On this, Comr. Hennock said:

Neither does the Commission's announcement on Jan. 29, 1951, of a public conference on television broadcasting problems present an adequate reason for tabling S Res 127. Up to now the Commission has done nothing further to implement its announcement and to bring the conference closer to reality. A proposed voluntary conference, furthermore, cannot take the place of a searching inquiry by a Congressional body.

Also see story on Allocations Hearing, page 62

NCAA vs. PENN

Quakers Thrown For Loss

U. OF PENNSYLVANIA last week was maintaining a lonely vigil out on the limb it crawled to when it defied the National Collegiate Athletic Assn. plan for limited telecasting only.

Penn announced on June 6 that it planned to telecast all eight of its home games this fall [BROADCASTING • TELECASTING, June 11]. Under the NCAA plan, a team could be telecast only twice, once at home and once away.

Since Penn's lone-wolf decision, there has been more action among college officials than one is apt to see on most gridirons this fall.

NCAA immediately countered by suspending the Philadelphia university and subsequently informed Penn that it was no longer in good standing.

ABC, taking a lateral pass from Penn, announced that it was proceeding with plans to telecast all eight of Penn's scheduled home games. From a reliable source it was learned that ABC contracted to pay $250,000 for the TV rights.

Dr. Hugh C. Willett, of the U. of Southern California, NCAA president, refused Penn's request for an early hearing on the controversy, saying that the matter already had been reviewed; showed disinterest in Penn's suggestion that the Dept. of Justice decide the issue in light of the Sherman Anti-Trust Act; and made an announcement of interest to Penn's scheduled opponents.

Dr. Willett said that Penn's scheduled opponents may play the Quakers without automatically forfeiting their NCAA good standing.

He indicated, however, that NCAA expects its members to cancel these contests if possible but not to risk damage suits if held to signed contracts.

Nevertheless, only four of Penn's scheduled nine opponents definitely committed themselves to meeting the truant eleven. The all-important Ivy League contingent indicated that they would not play Penn if it insisted on telecasting the games.

Many Undecided

Several of the colleges slated to meet Penn this season admittedly were still in a huddle, but on Friday, the scheduled opponents lined up like this:

California (Sept. 29)—On the fence but leaning toward NCAA.

Dartmouth (Oct. 6)—Has indicated that game will be canceled if Penn insists on telecasting the contest.

Princeton (Oct. 13)—Feels the same as Dartmouth does.

Columbia (Oct. 20)—The same.

Navy (Oct. 27)—Will keep date but expressed doubt about meeting Penn after this season.

William & Mary (Nov. 3)—Will definitely play.

Wisconsin (Nov. 10)—Indications are that this game at Madison, Penn's only scheduled game away from home, will be played.

Army (Nov. 17)—Will definitely play.

Cornell (Nov. 24)—Feels the same way as Dartmouth. This is traditionally the big game for each school.

To realize the financial magnitude of this schedule, one must realize that for big games, even without filling Philadelphia's Franklin Field, gate receipts amount to $150,000 - $250,000. Franklin Field has a capacity of 76,000.

A Penn spokesman late last week still expressed hope that the original schedule would be met. That would have to be left in the lap of the future, but the trouble was that one can never tell when the future is going to stand up.

NCCA officials, while exuding confidence, nevertheless were "walking on eggs" last week while Notre Dame huddled over the matter. Notre Dame, whose home games have been telecast the past two years by DuMont, could make or break the plan. The South Bend, Ind., school reportedly sold TV rights last year for $185,000.

Father John J. Cavanaugh, Notre Dame president, was weighing the matter carefully. He has said that he does not want to be placed in the position of making a pivotal decision. Notre Dame's declaration was expected sometime this week.

Meanwhile, the Justice Dept. was closely watching from the sidelines. A Justice decision is not expected until a test case is brought before it.

VIDEO'S POTENTIAL

NBC Releases New Hofstra Study

IF THERE is still anyone in advertising who is not convinced of the potent effect of television on the country's more than 12 million set-owning families and their buying habits, NBC's second Hofstra study, "Television Today—Its Impact on People and Products," should give him that conviction.

Completed in January under the supervision of the Psychological Workshop of Hofstra College, the study comprises 5,067 interviews with adult heads of families in the New York metropolitan area—a "mature television market," with seven TV stations, including outlets of the four video networks, and more than two million set-owning families, "ideal for studying TV as a mature medium," NBC said.

Employing a "searching" questionnaire, the study investigated the purchase of 187 brands of TV-advertised merchandise; checked 111 TV network programs, accounting for 102 hours a week and about 75% of all network shows, and inquired into the reading and listening habits of the interviewed persons, as well as their attitudes towards certain products and programs.

51% Own Sets

"First and very basic finding," according to Dr. Thomas E. Coffin, supervisor of NBC's program research division, which developed the study and analyzed its findings, "was that 51% of all families owned TV sets."

Television families are larger, with 368 persons in 100 TV homes to 306 in 100 non-TV homes. (With half of New York's families owning TV sets, this means 1.4 million more people in New York TV homes than in non-TV homes, Dr. Coffin noted.) They are younger and more of them have young children. "Numerically, they look like a good market."

And financially, too. Average income of the TV family is $4,490, compared to the non-TV family average of $3,846. Projecting the more than $50 a month plus per TV family to the entire New York market means $1.5 billion more annual income for TV families. They have more phones, more refrigerators, more automobiles (in the six months preceding the study, TV owners bought 73.2% of all new cars sold in New York); "more of them buy practically everything that's sold."

TV owners like television: About two-thirds think it is very good, with another 20% thinking it good (85.8% in all), while less than 2% find it poor. They use their sets: 80.1% had watched the day before the interview, 99.8% during the preceding week, for an average of two hours and 15 minutes a day a person. ("That's adult heads of families, not kids nor total set use," Dr. Coffin reminded.)

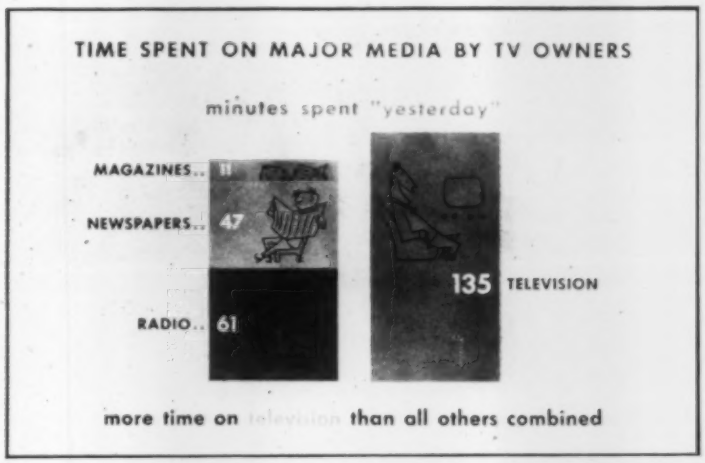
"As against the 135 minutes spent watching television, they [adult heads of TV families] spent 61 minutes listening to the radio, 47 minutes reading newspapers and 11 minutes reading magazines," Dr. Coffin reported. "They spend more time watching television than they do with all three other media combined."

When the adult heads of non-TV families are added in, the figures for all New York family heads are: 73 minutes a day for TV, 90 minutes for radio, 49 minutes for newspapers and 13 minutes for magazines—a clear victory for radio, even in TV's strongest market, and with TV a good second, well ahead of newspapers and magazines in the time it gets from Mr. and Mrs. New Yorker.

Most Convincing

TV set-owners, by nearly a two-to-one ratio, find television the most convincing advertising medium—64.9% answered "television" when asked: "What type of advertising do you think is usually most convincing?"

They back up that opinion with their purchases. Analysis of the sales of five brands of razors and blades advertised on TV by otherwise matched samples of TV set-owners and non set-owners showed an average of 14.6% of the "unexposed" group buying during the past month as against 18.9% of the TV owners—"ownership of a TV set produced an average increase of 29.5%" in the sale of these products. For all 30 product groups covered in the study, television's plus averaged 26.8% more customers for TV-advertised brands among set-owners than among matched non set-owners.



Length of ownership of a video set seems to make little difference in the owner's purchase of TV-advertised goods, with slightly greater purchases among the longer-time owners. An average of 42.8% of unexposed non-set owners buying one or more TV-advertised products compares with 51.3% of set-owners of less than six months duration, 52.0% of those owning TV sets six to 11 months, 52.8% for those owning sets one to two years and 53.5% with sets for more than two years. "Television," Dr. Coffin noted, "wears well, exceedingly well, as a selling medium."

Impact Comparison

When sales of products advertised on 143 individual TV programs were analyzed by viewers and non-viewers, NBC found 37% more customers among set-owners who had watched the program recently than among owners who had not seen it recently. And sales were 35.2% greater among non-set owners who had seen the program than among those who had not. Which, said NBC, "suggests that television programs have a consistent impact on viewers—whether they own sets or not." Guest viewers provide one new customer for every five new customers among set-owners, a TV bonus of 20%, Dr. Coffin pointed out.

To determine whether more customers mean more unit sales, NBC had a special study made by the Advertising Club of New York U., which found they do. TV programs, this study shows, created gains of 40.6% in customers, 48.7% in sales volume, among 630 set owners whose viewing of 16 programs advertising package goods was checked.

TV also pays out for durable goods advertisers. Analyzing matched groups of viewers and non-viewers of video shows advertising automobiles, refrigerators, TV sets and floor coverings showed 12.1% of non-viewers had "never heard" of the average brand of the last three product groups (practically everybody knew all makes of cars) to 5.7% of viewers giving that answer. Asked to appraise 45 brands of durables in terms of "no opinion," "poor," "fairly good" or "very good," on the average viewers gave 27% more "very good" opinions than non-viewers.

As to sales of durable products to viewers versus non-viewers, NBC found a 23.7% increase of purchases of 32 durable products among viewers over non-viewers, with 19.3 buyers per thousand among viewers to 15.6 buyers per thousand among non-viewers.

Getting down to the pay-off, the extra customers provided by TV in the New York market for package goods advertised on 143 video programs was an average of 36,000 per program per brand in the past month, at the rate of 15.6 extra customers per TV dollar. "Extra customers at a cost of about 6½ cents apiece," Dr. Coffin exclaimed, "is mass-production economy and efficiency for which television and advertising can take a deserved bow."

Day Same As Night

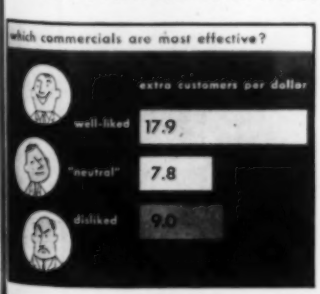
For the advertiser, there's practically no difference between daytime video, where products averaged 18.7 extra customers per dollar, or nighttime, where the average was 18.6. And TV starts to pay off at once, with brands on TV less than 13 weeks averaging 9.9 extra customers per dollar, those on TV from three to 15 months getting 13.2 extra customers per dollar and those on for more than 15 months averaging 20 extra customers per dollar.

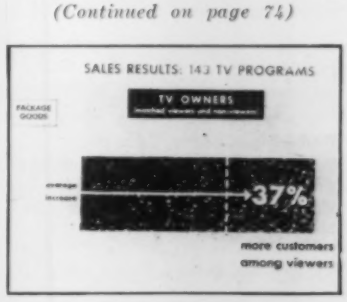
Well-liked commercials produced 17.9 extra customers per month per dollar, NBC found. Disliked commercials ranked second, with 9, and those which produced no strong feeling for or against were last with 7.8 extra customers per dollar. The average commercial, it was reported, is liked by about 62% of TV set owners and disliked by about 6%.

A supplementary study on length of commercials showed that using 81% more time for the commercial message produced 2% more recall and 1% more relief in sales point, but 7% less brand identification and 6% less liking, and there was a 35% increase in complaints of too much advertising on the program.

High-budget TV shows pay off

(Continued on page 74)





ALLOCATION, FREEZE ISSUES

FCC Action Nears

ACTION IS expected by FCC this week—possibly Wednesday or Thursday—on questions of (1) whether or not to modify its plan of fixed TV allocation by rule-making in order to avoid further legal conflict which could prolong the overall freeze indefinitely, and (2) how far to go on its proposed partial lifting of the freeze.

The issues were debated last week at several executive sessions and the Commission staff worked overtime to rush completion on drafts directed by FCC.

The allocation conclusion, it is believed, will be disclosed in FCC's response to inquiry of Sen. Edwin C. Johnson (D-Col.), chairman of the Senate Interstate and Foreign Commerce Committee, questioning the legality of what he described as "block allocations" [BROADCASTING • TELECASTING, June 11].

Informed sources at the Commission felt FCC will stand firm on the legal soundness of its original allocation policy whatever action it may take to modify that policy in order to bring the legal conflict to a practical compromise and enable early lifting of the freeze. They feel sure that even if taken to court, legality of the fixed allocation would stand in view of precedent cases and interpretation of the Communications Act.

Oral Argument June 28

Others pointed out FCC is as tired of the television stalemate as is the industry and the public. FCC would be inclined to consider favorably any reasonable solution which could settle quickly the allocation deadlock on an equitable basis and permit prompt granting of new TV services to the long-waiting public, they indicated.

Such a solution, however, would have to carry with it the earnest support of the industry before FCC would act, it is believed.

FCC Friday set June 28 for hearing of oral argument on legality of its fixed allocation and educational reservation policies, specifying all parties to the TV proceeding may participate by filing notice of appearance by June 25. FCC said it does not contemplate that holding of this oral argument "will result in any substantial delay in the commencement of such further proceeding in this matter which may appear appropriate after the oral argument."

Decision to hear the arguments was made in acting upon petitions of Federal Communications Bar Assn., WKMH Dearborn, Mich., and WTTM Trenton, N. J., challenging and seeking airing of the issues prior to commencement of the hearing on city-by-city allocation proposals, set July 9.

Should the Commission modify its allocation policy, to water down the legal issue to a workable compromise, it is possible the hearing might be done away with entirely and in its place substituted some "semi-hearing" procedure to expedite conclusion of the allocation deadlock.

FCC repeatedly has expressed its desire to bring the TV allocation to as prompt a conclusion as possible—with full lifting of the freeze—as is consistent with sound and equitable administrative practice. Chairman Wayne Coy repeated this hope in a letter to Sen. Johnson last week regarding an original resolution on TV by Sen. William Benton (D-Conn.) (see story page 60).

Also see story on Coy freeze statement, page 60.

Some Power Boosts Possible

As of Thursday it appeared FCC may have abandoned hope for thawing VHF grants in the U. S. territories because of educational-reservation conflicts and the FCBA issue. Hope for partial thawing of grants for improved facilities for some existing stations in the U. S. seemed to be still on the books, however. The Commission earlier was understood to have given up its third proposal to thaw the UHF in this country because the UHF allocation is so tied-in with the VHF problem, particularly through the intermixture policy [BROADCASTING • TELECASTING, May 28].

Even these earlier proposals for a partial thaw could be set aside, though, in favor of some new procedure to expedite the allocation problem and get down soon to granting new stations in the VHF where there is a demand and no conflict, and commencing comparative hearings where conflict exists.

But abandonment of the fixed allocation plan, it is argued by some, could well prolong, rather than speed up the thawing process. Although the FCC had advised, at the time of the freeze in latter 1948, that no new applications be filed, more than 400 now are pending. A 60-day period in which to file applications after the allocations plan has been finally approved, also has been committed, and the number of applications probably will more than double those pending, it is thought.

With a fixed allocation, according to its proponents, hearings can be held simultaneously for various areas of the country, since the prefabricated allocation plan takes into account co-channel and adjacent channel interference factors in these "sealed-off" areas.

On the other hand, it is argued, abandonment of the plan and handling of applications on a catch-as-catch-can basis could result in almost interminable delays. Instead of holding simultaneous hearings for facilities earmarked for given geographical areas, it was pointed out, there could be an unbroken chain of conflicts on each channel, stretching from coast-to-coast.

"The hearings probably would have to be held at Soldiers' Field to accommodate all of the applicants, lawyers, engineers and other parties in interest", it was stated in one informed quarter.

Rather than provide flexibility in allocations, the dropping of the fixed plan could mean pandemonium, another authority stated.

Would Cut Hearing Time

In probing for ways to shorten the hearing proceedings, looking toward a thawing of the freeze possibly by the end of the year, the suggestion has been advanced that the hearing time could be cut in half with the cooperation of applicants and their counsel.

Witnesses, it was pointed out, could file their formal statements in advance with the FCC and other interested parties, and then subject themselves to cross-examination only. In areas where there are no conflicts or mutually exclusive applications, permits might be issued promptly.

Despite the opposition of the FCBA to the rule-making procedure, and the questions raised by Sen. Johnson, there are indications that substantial segments of the industry support the FCC's allocations table concept. Even if the legality were questioned in court, it is felt in some quarters that this litigation could be terminated quickly, and that more time would be saved than if the fixed allocation plan were dropped.

Meanwhile, at deadline last Monday (June 11), more than 300 replies and counter-proposals were filed with the Commission in opposition to initial comments made upon the revised TV allocation plan announced in late March. Some 700 initial comments had been filed May 7 [BROADCASTING • TELECASTING, May 14, March 26]. A synopsis of these replies is on page 75.

Virtually all of the replies were oppositions to proposals of other applicants in nearby areas to make changes in FCC's proposed plan. Nearly all applicants filing replies stuck by their initial approval of, or suggested changes to, the Commission's plan. A number of applicants about the country opposed allocation changes suggested by DuMont for their specific areas, while a lesser number similarly filed objections to CBS proposals.

No reply was tendered by NARTB, which initially supported the fixed allocation in general although vigorously opposing the reservation of channels for educational use.

Of the major networks, only ABC, DuMont and NBC filed replies, DuMont's being the largest in view of its earlier presentation of a completely alternate allocation plan which it claimed effected a more efficient utilization of channels and provided greater competition in the VHF.

The DuMont reply contained a detailed report of a survey of 258 college administrators and 123 superintendents of public school sys-

(Continued on page 68)

DuMont Survey

FOLLOWING is the text of the five questions asked of schools in the DuMont educational survey, showing the response to each question:

(1) **Are you in favor of exclusive educational station licensing on a commercial or non-commercial basis?**

Commercial	28%
Non-commercial	54
Both	6
Don't Know	12

(2) **Would you prefer to operate your own station under the FCC proposal or co-operate with a commercially operated station?**

Operate	52%
Cooperate	47
Don't Know	1

(3) **Would your institution be willing to co-operate with others in obtaining a station license and establishing and operating a station?**

Willing	62%
Unwilling	29
Don't Know	9

(4) **Would the use of closed circuit television meet your needs?**

Yes	23%
No	59
Don't Know	18

(5) **Will you apply to the Federal Communications Commission for a telecasting station license?**

Will apply	41%
Will not apply	45
Don't Know	14

SNYDER NAMED

To New CBS Field Post

CLARKE A. (Fritz) SNYDER has been appointed to the new post of CBS-TV Sales Service Dept. field representative, William J. Fagan, department administrative manager, announced last week.

Mr. Snyder

Operating from New York, Mr. Snyder will travel in the interest of sales relations with CBS-TV affiliates.

A veteran of World War I, Mr. Snyder was born in Crawfordsville, Ind., and educated at Kentucky Military Academy and Wabash College. From 1933-39 he held various positions with the Chrysler Corp., including that of personal and public relations representative for W. P. Chrysler.

From 1933-39 he was assistant advertising manager of the Standard Oil Co. of New Jersey, which he left to join the J. Stirling Getchell Adv. Agency as contact representative on the Socony-Vacuum account. Later, following a year spent with NBC as station relations manager, Mr. Snyder joined the Biow Co. in 1944 as account executive for the Bulova Watch Co. account.

Assistant to the Bulova Watch Co. president from 1947 until early this year, he returned to Biow Co. in January, 1951, as an account executive on special assignments.

NETWORK TIME

P & G Top Client in April

PROCTER & GAMBLE Co. maintained its position as the top user of TV network time in April, spending $561,415, at gross rates, for time on the video networks, according to a BROADCASTING • TELECASTING analysis of data on sponsored TV network programs compiled by Publishers Information Bureau. The total network expenditure for April was $9,663,479.

General Foods Corp. ranked second among April TV network advertisers, with gross time purchases of $498,008 during the month. R. J. Reynolds Tobacco Co. was in third place with $386,600. The list of the 10 top users of network television in April (Table I) includes four cigarette companies despite the relatively small number of firms producing this class of advertised product. It ranks second only to food advertising among types of goods advertised on the TV networks (Table III).

Foods, accounting for $2,129,836 worth of TV network time in April, and smoking materials, with $1,232,325 gross expenditures for video network time, were the only two product groups to exceed the million dollar mark during the month. Toiletries advertising ranked third, with $958,948; soaps and cleansers fourth, with $867,898, and automotive fifth, with $775,673. For the first four months of 1951, the same five product groups were the five leaders, with foods, tobaccos, toiletries ranking one-two-three; automotive fourth and soaps and cleansers fifth.

Comparison of the time sale analysis by product groups for 1951 and 1950 reveals that the present pattern, closely resembling that of AM network advertising, has developed during the past year. In April 1950, the smoking materials class was the top spender for TV network time, followed by automotive, food, radio and TV set and household equipment advertising, in that order. For the first four months of 1950 the leaders were the same except that toiletries replaced household equipment in fifth place among TV network advertised product classes.

* * *

TABLE I

Top Ten TV Network Advertisers
April 1951

1. Procter & Gamble Co.	$561,415
2. General Foods Corp.	498,008
3. R. J. Reynolds Tobacco Co.	386,600
4. Colgate-Palmolive-Peet Co.	282,213
5. Ford Motor Co.	255,990
6. Anchor-Hocking Glass Corp.	227,640
7. Liggett & Myers Tobacco Co.	213,630
8. Quaker Oats Co.	208,373
9. P. Lorillard Co.	195,355
10. American Tobacco Co.	191,625

* * *

TABLE II

Leading TV Network Advertisers in Each Product Group for April 1951

Class	Advertiser	Gross TV Network Time Expenditure
Apparel, Footwear & Access.	International Shoe Co.	$74,991
Automotive, Automotive Supplies & Equipment	Ford Motor Co.	255,990
Beer, Wine & Liquor	Anheuser Busch Inc.	86,600
Building Materials, Equipment & Fixtures	Kenwill Corp.	5,945
Confectionery & Soft Drinks	Mars	53,923
Consumer Services	Arthur Murray School of Dancing	36,555
Drugs & Remedies	Sterling Drug	48,375
Food & Food Products	General Foods Corp.	498,008
Gasoline, Lubricants & Other Fuels	Texas Co.	105,800
Household Equipment & Supplies	General Electric Co.	127,600
Household Furnishings	Mohawk Carpet Mills	119,120
Industrial Materials	Anchor-Hocking Glass Corp.	227,640
Insurance	Mutual Benefit, Health & Accident Asn.	31,180
Jewelry, Optical Goods & Cameras	Speidel Corp.	66,330
Office Equipment, Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	17,000
Publishing & Media	Time Inc.	60,990
Radios, TV Sets, Phonographs & Musical Instruments	Philco Corp.	121,375
Retail Stores & Direct by Mail	Drugstore Television Productions	103,600
Smoking Materials	R. J. Reynolds Tobacco Co.	386,600
Soaps, Cleansers & Polishes	Procter & Gamble Co.	561,415
Toiletries & Toilet Goods	Colgate-Palmolive-Peet Co.	177,983
Miscellaneous	Quaker Oats Co.	56,550

Source: Publishers Information Bureau

* * *

TABLE III

Gross TV Network Time Sales by Product Groups for April and Jan.-April 1950 and 1951*

Product Class	April 1951	Jan.-April 1951	April 1950	Jan.-April 1950
Apparel, Footwear & Accessories	$ 266,604	$ 972,351	$ 96,606	$ 208,670
Automotive, Automotive Supplies & Equipment	775,673	3,339,527	379,119	1,299,818
Beer, Wine & Liquor	387,205	1,493,297	115,910	473,999
Building Materials, Equipment & Fixtures	5,945	7,690	—	—
Confectionery & Soft Drinks	261,633	861,459	97,725	202,491
Consumer Services	59,415	232,100	16,060	59,235
Drugs & Remedies	153,255	528,565	17,820	72,810
Food & Food Products	2,129,836	7,657,014	333,350	1,106,453
Gasoline, Lubricants, Other Fuels	212,915	823,345	95,780	340,675
Horticulture	—	—	520	520
Household Equipment & Supplies	588,368	2,411,712	177,205	540,470
Household Furnishings	347,863	1,322,679	157,840	564,412
Industrial Materials	297,465	1,166,725	—	—
Insurance	31,180	176,430	—	—
Jewelry, Optical Goods & Cameras	250,487	779,547	—	2,696
Office Equipment, Stationery & Writing Supplies	26,010	76,050	—	—
Publishing & Media	78,765	227,308	18,840	77,065
Radios, TV Sets, Phonographs, Musical Instruments & Accessories	460,309	1,787,712	241,957	883,915
Retail Stores & Direct by Mail	126,820	689,830	—	1,631
Smoking Materials	1,232,325	4,749,945	424,038	1,485,608
Soaps, Cleansers & Polishes	867,898	2,513,501	31,820	105,485
Toiletries & Toilet Goods	958,948	3,747,872	173,509	683,925
Miscellaneous	144,560	507,328	17,689	62,390
Totals	$9,663,479	$36,071,987	$2,397,788	$8,202,268

Source: Publishers Information Bureau

* 1950 and 1951 figures are not comparable as 1950 data include only ABC, CBS and NBC TV networks with DuMont not reporting, while 1951 figures include all four TV networks.

Standard Oil Show

STANDARD OIL of Indiana, Chicago, renews its NBC-TV time which has been filled by the *Wayne King Show*, Thursday, 9:30-10 p.m. CDT, on a 10-station midwest network from July 5 for 52 weeks. Program leaves the air for eight weeks from that date, and a replacement has not been set.

STANDARD Coil Products Co., Chicago, demonstrated its system of UHF conversion [BROADCASTING • TELECASTING, June 11] in Bridgeport. The company said that tests proved conclusively that all sets equipped with the Standard Tuner since 1949 will receive UHF programs by means of a simple and economical adjustment within the tuner. Above, an unidentified official makes the adjustment within a conventional receiver.

BYMART PROGRAMS

Drops Levenson, Keeps Others

BYMART Inc., New York, manufacturer of Tintair, has dropped its plans to continue sponsorship of the *Sam Levenson Show* on CBS-TV, effective June 30.

Martin L. Straus II, chairman and president, said "the only time period offered by the network for the fall and winter was not deemed suitable for most effective advertising of our home coloring products."

Mr. Straus said the company is considering or has options on other programs. Meanwhile Tintair will continue to sponsor *Somerset Maugham Television Theatre* on NBC-TV, Monday, and participate in the *Cavalcade of Bands* and *Cavalcade of Stars* on DuMont and *Somerset Maugham Radio Theatre* on CBS. Cecil & Presbrey, New York, is the agency.

COLOR CONTENDERS

CBS, RCA Present Plans

THE FIGHT over color television is all set to leave the hearing rooms of the FCC and the courts and move directly before the public.

CBS, whose system won the FCC and court battles, will inaugurate regular commercial colorcasting with a kickoff program June 25, and RCA, whose system was rejected by FCC, will initiate a series of regular but "experimental" color programs via its own technique early in July.

Columbia's inaugural colorcast on a commercial basis will be an hour-long production featuring Arthur Godfrey, probably Ed Sullivan, and a number of other CBS-TV performers as well as industry leaders, the network reported. The show will appear under "multiple sponsorship," spokesmen said, but declined to identify the sponsors.

The kickoff program will be telecast by WCBS-TV New York and will be offered to CBS network affiliates in Boston, Philadelphia, Baltimore and Washington, though it was not known whether the stations would join the color network. Affiliates in all these cities have participated in CBS color demonstrations at one time or another.

Following the opening 4:30-5:30 p.m. program June 25, CBS said it will present color shows daily, building up through the summer to an approximately 20-hour weekly schedule by fall. The opening week's schedule calls for 4½ hours of color programs plus a remote pickup of a sports event on Saturday afternoon.

The colorcasts will become a seven-day-a-week operation starting July 2, with programs at 10:30-11 a.m. and 4:30-5 p.m. Monday through Friday, and afternoon programs on Saturday and Sunday. The current CBS black-and-white schedule includes no programs in the 10:30-11 a.m. weekday slot and presents *It's Fun to Know*, a sustainer, in the Monday-Friday 4:30-5 p.m. segment. Its Saturday afternoon programming now starts at 5:30 with *It's Up to You*, also a sustainer, while its Sunday afternoon black-and-white programming begins with the sustaining *Lamp Unto My Feet* at 4:30.

To acquaint as much of the public as possible with CBS colorcasts, it is expected that receivers will be

(Continued on page 68)

4 REASONS

*WHY WOR-tv, CHANNEL 9, IS THE GREATEST BUY IN TELEVISION IN GREATER N. Y.!**

**There are many others; there are maps; there are mail counts (astounding ones), there is proof galore.*

1. WOR-tv keeps more people tacked to tv screens than any other independent tv station in Greater New York.

2. WOR-tv telecasts the only live mystery program available for sponsorship in New York. (A program, by the way, that can bring you 357,890 viewers at a lower cost-per-thousand than many of the sponsored tv whodunits on network stations.)

3. Ten WOR-tv programs attract an audience of over ¼-million viewers per-broadcast. And many of them are just waiting for an eager sponsor (You?).

4. WOR-tv is and will continue to be a reflection in word and picture of life in our day. Its general attitude is one of gaiety and release from the tenseness and hurry under which we live. But WOR-tv's purpose is not just escape, however enticing that might be. It is a source of constant and honest information and education for the hundreds of thousands of people who look at and listen to it every day of every week.

. . . these are some of the reasons why WOR-tv, channel 9, gets more results, more rapidly, in less time, for more tv advertisers, and their agencies, than any other independent tv station in the New York area.

our address is– **WOR-tv** *channel* **9**

at 1440 Broadway, in New York

Station KRLD TV DALLAS

Serves THE LARGEST TELEVISION MARKET . . Southwest DALLAS FT. WORTH

Combined Population DALLAS and TARRANT COUNTIES . . . 920,500

NOW there are 117,068 Television Homes in KRLD-TV's Effective Coverage Area

The CBS Station for DALLAS and FORT WORTH

this is why KRLD AM-FM-TV Channel 4 is your best buy

The TIMES HERALD Station
National Representatives
THE BRANHAM COMPANY

telestatus

Woodbury's Tele-Census Of Programming

(Report 168)

TELEVISION needs a censorship board similar to the motion picture industry Johnston Office, according to the quarterly Tele-Census of the TV Research Bureau of Woodbury College, Los Angeles.

Based on a sampling of 10,000 TV and non-TV set owners in southern California, San Francisco, Portland and Denver areas, and covering a three-month period, the personal interview survey was conducted under the supervision of Prof. Hal Avry. Some 500 students from Woodbury College, Valley College, U. of Denver, U. of Redlands, San Jose State College, Fresno State College, Stanford U., and Oregon State College handled the interviews.

On the question of an industry censorship board, 56% of those interviewed in Los Angeles voiced approval, with 55% in San Bernardino and 52% in San Francisco Bay areas in accord. Majority of those interviewed believe moral standards of television to be the same as movies.

Of those contacted in Los Angeles, 86% said they would like to see more "on the spot" telecasts of major news events. In the San Francisco Bay area and San Bernardino section, 91% and 87%, respectively, gave similar answers. In all areas, percentages were high in agreement that there should be a separate channel for educational programs. In Los Angeles, 60% expressed that opinion, with San Bernardino 71% and San Francisco Bay area 58%.

In San Francisco, Los Angeles and San Bernardino areas, 35% of the parents considered television, generally speaking, had a beneficial effect on their children. Some 17% in Los Angeles declared the effect harmful, but did not elaborate.

Other findings:

Mysteries are considered objectionable for child viewing by 36% of those interviewed in Los Angeles; 38% in San Bernardino and 40% in San Francisco Bay region.

Survey showed 73% of those contacted in Los Angeles area said video sports events made the family more sports minded than before, with San Bernardino and the San Francisco Bay area showing 63%.

Phonevision won out over theatre television in the survey. Some 58% in Los Angeles area; 61% in San Bernardino and 63% in San Francisco region were willing to pay $1 to see a first quality movie on their home TV screen if it were not available otherwise. These same people would not pay that amount of money to see a major event, if not available otherwise, on theatre TV.

Practically the same answers were received to questions about home and theatre telecasting of college and professional sports events. They would pay to see it on Phonevision, but not on TV theatre screen.

Milton Berle leads as the most popular program in San Francisco and Los Angeles, but San Bernardino interviewees put wrestling as first.

TV Home Characteristics Studied in Dallas

TELEVISION homes have 12% more people in them than non-television homes, according to a study of TV set saturation in the Dallas-Fort Worth area. The study was conducted by Dr. Ira G. Corn, of Southern Methodist U., and is believed to be the first of its type.

Average number of persons per residence was found to be 3.3 in the case of television homes compared to 3.0 in non-television homes.

The survey, bearing the date April 1, shows there were 113,947 TV homes, or 27% of all residences, in the Dallas-Fort Worth 12-county area. These homes were converted to viewers, showing a total of 381,722 viewers or 30% of total population.

For Dallas-Tarrant Counties alone the survey showed 96,515 TV homes, or 30% of all residences, or 325,816 viewers and 33% of total population.

Viewing audience in Dallas County alone was placed at 195,489 with 130,327 viewers in Tarrant County alone.

The survey showed the 115,717 TV sets in the 12-county Dallas-Fort Worth area included 1,770 sets in business establishments. In the Dallas seven-county area there were 70,371 TV residences and 1,117 TV

(Continued on page 74)

Weekly Television Summary—JUNE 18, 1951, TELECASTING SURVEY

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	8,600
Ames	WOI-TV	56,161
Atlanta	WAGA-TV, WSB-TV	115,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	297,368
Binghamton	WNBF-TV	38,150
Birmingham	WAFM-TV, WBRC-TV	46,200
Bloomington	WTTV	16,400
Boston	WBZ-TV, WNAC-TV	731,638
Buffalo	WBEN-TV	204,754
Charlotte	WBTV	79,948
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	920,470
Cincinnati	WCPO-TV, WKRC-TV, WLWT	275,000
Cleveland	WEWS, WNBK, WXEL	477,196
Columbus	WBNS-TV, WLWC, WTVN	176,541
Dallas, Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	117,068
Davenport	WOC-TV	56,384
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	190,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	464,135
Erie	WICU	55,890
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	117,068
Grand Rapids-Kalamazoo	WLAV-TV	115,600
Greensboro	WFMY-TV	69,556
Houston	KPRC-TV	80,110
Huntington-Charleston	WSAZ-TV	46,100
Indianapolis	WFBM-TV	148,000
Jacksonville	WMBR-TV	32,000
Johnstown	WJAC-TV	87,275
Kalamazoo Grand Rapids	WKZO-TV	133,122
Kansas City	WDAF-TV	121,832
Lancaster	WGAL-TV	97,105
Lansing	WJIM-TV	49,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KTLA, KTSL, KTTV	877,421
Louisville	WAVE-TV, WHAS-TV	89,500
Memphis	WMCT	87,877
Miami	WTVJ	70,000
Milwaukee	WTMJ-TV	238,534
Minn.-St. Paul	KSTP-TV, WTCN-TV	254,400
Nashville	WSM-TV	31,677
New Haven	WNHC-TV	153,000
New Orleans	WDSU-TV	62,130
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,250,000
Newark	WATV	67,309
Norfolk	WTAR-TV	87,656
Oklahoma City	WKY-TV	79,346
Omaha	KMTV, WOW-TV	834,000
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	37,900
Phoenix	KPHO-TV	260,000
Pittsburgh	WDTV	145,000
Providence	WJAR-TV	73,995
Richmond	WTVR	83,077
Rochester	WHAM-TV	56,304
Rock Island Quad Cities	WHBF-TV Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	46,600
San Antonio	KEYL, WOAI-TV	46,300
San Diego	KFMB-TV	97,500
San Francisco	KGO-TV, KPIX, KRON-TV	179,100
Schenectady Albany-Troy	WRGB	157,500
Seattle	KING-TV	83,300
St. Louis	KSD-TV	293,000
Syracuse	WHEN, WSYR-TV	129,675
Toledo	WSPD-TV	125,000
Tulsa	KOTV	74,140
Utica-Rome	WKTV	43,500
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	261,300
Wilmington	WDEL-TV	69,810

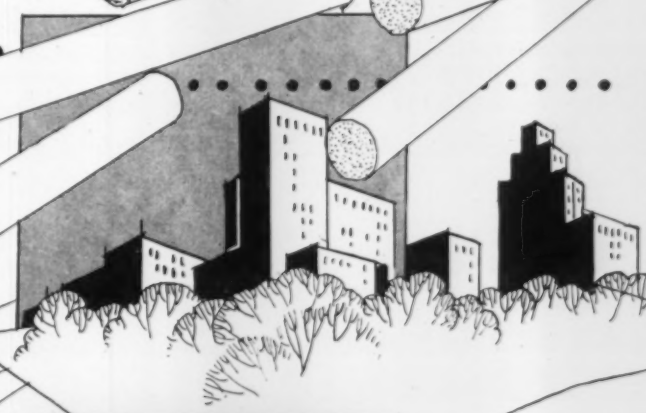
Total Markets on Air 63 — Stations on Air 107 — Estimated Sets in Use 12,303,000

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.

CHARLOTTE

CABLE TELEVISION FOR 3 MILLION CAROLINIANS

- ANDERSON, S. C.
- ASHEVILLE, N. C.
- COLUMBIA, S. C.
- FAYETTEVILLE, N. C.
- GREENVILLE, S. C.
- SPARTANBURG, S. C.
- WINSTON-SALEM, N. C.
- AUGUSTA, GA



Winston-Salem · North Carolina

North Carolina's second city, home of Camel cigarettes, manufacturing and educational center, with an annual industrial payroll of 58 million dollars. Winston-Salem receives television service from 2 stations but 56% of viewers *tune most often* to WBTV, Charlotte.

WBTV

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by Radio Sales

Daytime TV DELIVERS RESULTS

in Oklahoma's MULTI-MILLION DOLLAR MARKET

KOTV

Exclusively Yours in 73,000 TV Homes

TOPS in Afternoon Entertainment

with A VARIETY OF SHOWS

DAYTIME NETWORK SHOWS FROM NBC, CBS, ABC, DUMONT

Beulah; 4 Star Revue; Burns and Allen; Gary Moore; Kate Smith; Kukla, Fran and Ollie; Strike-It-Rich; Howdy Doody and Horace Heidt.

★

DAYTIME SPOT PARTICIPATION SHOWS

Lookin' at Cookin'
Glass Showcase
Matinee Merry-Go-Round

KOTV
CAMERON TELEVISION, INC.
Channel 6
302 South Frankfort
Tulsa 3, Oklahoma

Allocations Freeze

(Continued from page 62)

tems, including responses from 46 states and the District of Columbia. DuMont claimed the survey shows "American educational institutions and systems are sharply divided on the question of reserving noncommercial television channels specifically for colleges, universities and public school systems."

DuMont claimed the survey showed a majority of responding educators would be willing to cooperate with commercially operated stations rather than operate their own stations.

"Only 47, or 41%, of the respondents said they intended to apply for telecasting licenses," DuMont asserted. Fifty-four per cent responding said they favored "exclusive educational station licensing on a noncommercial basis."

Conducted for DuMont by the Institute for Better Living, the survey drew 158 responses, FCC was told, of which 103 were from colleges and universities. Nevada and North Dakota were the only states not represented in the tabulation.

"Most of the 158 respondents give recognition in various ways to the serious problem of financing installation and maintenance of stations. Most of them also considered cost and burdens of maintaining program schedules as insurmountable," the report claimed.

Would Cooperate

"Those who mentioned acquired experience in television broadcasting were most definitive of such problems and were decidedly on the side of cooperating with commercially operated stations," it continued.

"One university reported that it had produced 160 television programs in cooperation with a local commercial station with 'mutually satisfactory' results," the report said, quoting the school:

Having learned the realities of television through the experience of four years of producing television programs, we are aware of the difficulties of doing even a half-hour program per week on a quality basis. We had a 9.1 rating as of April 15, reaching an audience of 182,000 locally. Anyone can put a camera in front of a target and program several hours per week, but educational institutions will find it both difficult and expensive to compete for audiences by maintaining high standards of production.

"Another university with experience in radio and television broadcasting," the report continued, "wrote that 'the costs of TV are too enormous to be underwritten by the average small college or university. The history of radio in education shows two things: lack of funds and little faculty cooperation.' The same university then went on to say that two local TV stations 'are prepared to give us much more time than we can use to best advantage.'

"A state department of education wrote that 'we are facing the results of an economy-minded legislature and feel we will do well to continue the services we now offer.'

"Of further significance," according to the DuMont survey report, "is the fact that of the 47 who expressed intention to file applications, 35 were institutions and public school systems who must rely upon appropriations of public funds."

The survey report points out that 21 of the 35 qualified their intention to file for channel allocations with the comment that "action will be contingent upon legislative action."

Regarding its overall alternate allocation plan, DuMont commented:

Unlike most of the parties whose proposals are in conflict, DuMont has no special interest in the particular community involved. Its only interest with respect to any specific channel suggested for assignment to a specific community is in its effect upon a co-ordinated nation-wide plan which will "provide a fair, efficient and equitable distribution" of television service among the States and communities as required by Section 307 (b) of the Communications Act . . .

DuMont does not desire or intend to contest each conflicting proposal involving the many communities in which channel assignments differing from those set forth in the DuMont plan have been suggested. Instead, it intends to demonstrate at the hearing, through competent evidence, the superiority of its general plan and the principles expressed in its original comments filed on May 7 . . .

NBC, commenting upon several proposals suggesting smaller station separations through the use of reduced power and directional antennas, stated it "recognizes the desirability at this stage of establishing minimum separation values for the preparation of an allocation plan" and felt "consideration should not be given to violation of these minimum values" unless certain conditions were met. The conditions specified include: (a) The allocation plan is reconstructed utilizing the new minimum values, or (b) FCC adopts adequate standards defining (1) normally protected service area, (2) permissible design, adjustment, proof of performance and monitoring system related to directional antennas, (3) the method of establishing specific terrain and other propagation factors over the pertinent paths.

KFBI and KANS Wichita withdrew their earlier proposal that a third VHF channel, No. 6, be added there since it would conflict with proposals in other nearby areas and delay eventual action on their applications.

Opposition to the intermixture of VHF and UHF channels in Houston was made in a letter to Chairman Coy from F. B. Koepnick, Houston area chairman of the National Appliance and Radio Dealers Assn. He posed the set circulation problem in UHF, pointing out 80,000 VHF receivers are operating there now and will increase to 150,000 or more by the time new grants are made.

Joint Committee on Educational Television counter-attacked the opposition of FCBA, NARTB, DuMont and CBS to educational reservations. JCET contended FCC has full authority to make such reservations in its reply to FCBA and charged the views of NARTB on this issue "are supported only by an artless and wholly unrepresentative series of unrelated quotations from the record." JCET held the record rather supports FCC's decision to reserve certain channels for educational use.

Northern Illinois State Teachers College, DeKalb, Ill., petitioned FCC to accept late its initial protest to the allocation plan and requested reservation of UHF Channel 67 there.

FCC meanwhile granted acceptance of the late comments of Racine Public Library, Racine, Wis.; Brown U., Providence; Coe College, Cedar Rapids, Iowa, and U. of Kentucky, Lexington. Latter sought UHF Channel 27.

Color Contenders

(Continued from page 63)

set up at public vantage points.

Details of RCA's demonstrations of its own system were not complete last week, but it was thought they would begin about July 9 and be presented daily. Since the RCA system can be employed only on an "experimental" basis, the transmissions will be via RCA-NBC's experimental KE2XJV rather than their WNBT (TV) New York, although WNBT's Channel 4 will be used. WCBS-TV operates on Channel 2.

Evidence of the importance NBC attaches to the RCA color showings was seen in its temporary detachment of Ernest Walling, program manager for the NBC television network, from his regular duties so that he may direct "programming aspects in color development and . . . devote full time to this important development." Leonard Hole, production manager for NBC-TV, will handle Mr. Walling's duties during this period.

CBS meanwhile was continuing to show its color system in a series of special demonstrations, and planned another one—including a showing of its newly acquired Air King Products Co.'s "CBS-Columbia Colorvision" combination color-and-monochrome receiver [BROADCASTING • TELECASTING, June 11] —for Tuesday and Wednesday at the Home Furnishings Mid-Year Market in Chicago.

The movies' Walt Disney saw a CBS demonstration Thursday and was quoted by the network as saying "the definition is amazing, good, much better than black-and-white." CBS said he turned a planned brief visit into a "protracted, close examination of every facet of color television . . ."

CBS also quoted cowboy star Gene Autry as saying color TV is "the ideal form of western drama on the air." Others who saw CBS demonstrations included five members of the Japanese Radio Regulatory Commission and a member of the Japanese prime minister's staff. They praised the color performance and lauded it as superior to black-and-white. Dr. Heiichi Nukiyama, technical commissioner of the Japanese RRC, was quoted as saying "it is so far superior to black-and-white pictures that I hope our government, when they decide on television, will accept the CBS color television system."

COLOR SET ADS

FCC Joins FTC Parley

"POSSIBLE misrepresentations" in advertisements touching on the utilization of present TV sets for reception of color transmissions in both monochrome and color and on UHF transmissions should be included in discussions during the forthcoming radio-TV industry trade practice conference in Washington, FCC commented last Tuesday.

The Commission's comments were contained in a June 11 announcement accepting an invitation from the Federal Trade Commission to participate in the industry conference Thursday.

FCC's comments followed a similar recommendation by manufacturers authorizing preparation of a set of proposed rules to include a provision against deceptive advertising on color television and the UHF.

Benjamin Abrams, president of Emerson Radio & Phonograph Corp. and chairman of the Fair Trade Practice Committee of Radio-Television Mfrs. Assn., received the go-ahead for formulation of such standards during the RTMA convention in Chicago [BROADCASTING • TELECASTING, June 11]. Under the suggested code, such advertising would be deemed "an unfair trade practice."

FTC called the trade practice conference at the request of RTMA working with the New York Better Business Bureau. Various proposals will be aired and the commission will then offer a set of proposed rules designed to cover radio and television sets and combinations and supplant those promulgated by FTC for radio receivers alone in 1939.

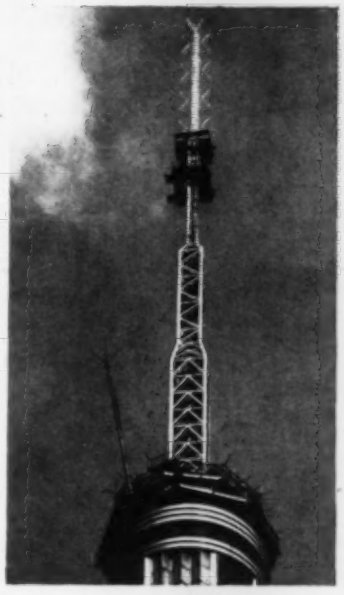
Period Allowed

Fifteen or 25 days will be allowed following issuance of proposed rules to permit the industry and other interest groups to digest the contents, before another industry hearing is held. Once promulgated rules are set, firms and individuals will be sent "pledge cards" to sign indicating their intent to abide by the spirit of the rules.

FTC last week had sent out between 6,000 and 7,000 invitations to various parties, including RTMA, FCC, the major radio-TV networks, Better Business Bureaus, manufacturers, dealers and other groups.

Appearances at the conference, to be held at 10 a.m. in the National Archives Bldg., Washington, are "voluntary," Commission spokesmen stressed. FTC Chairman James Mead will supervise the proceeding.

FCC's announcement noted "that the subjects for rules which have been suggested for consideration do not include possible misrepresentations with respect to the utilization of current type television sets for reception of color transmissions in color and/or black and white and transmissions in the ultra high frequency band. It appears that the inclusion of such matters for consideration . . . is appropriate."



The new Empire State Bldg. antenna.

EMPIRE STATE

WNBT Starts Using Tower

ILL-TIMED ionospheric disturbances last week gave a few startled moments to WNBT (TV) New York viewers as the station launched its first week of operating from the new permanent antenna atop the Empire State Bldg.

Reception of some programs from stations as far as 1,000 miles away brought a number of queries, but engineering officials quickly explained that use of the new tower had nothing to do with it. It was ionospheric disturbances, they said, which caused such incidents as New York reception of WKY-TV Oklahoma City and WLWT (TV) Cincinnati.

Aside from the ionospheric misbehavior, the operation of the new permanent Empire State antenna—which commenced Monday — was hailed by O. B. Hanson, NBC vice president and chief engineer, as "the beginning of a new era in television transmission." He said "the multiple-use antenna represents the most forward step in the short but challenging history of the visual medium."

At intervals of several weeks during coming months, four other New York stations — WJZ-TV WPIX (TV) WABD (TV) WCBS-TV—expect to begin operating from the tower. ABC's WJZ-TV is expected to be the first to follow WNBT, possibly before the end of July. WATV (TV) Newark also has signed for use of the tower.

Mr. Hanson said the new antenna's increased height would improve TV reception in the fringe areas, thus providing a greater audience for the station. Although he said WNBT's "interim antenna" gave "substantially the same degree of service," reception in certain isolated areas would improve with the new operation, he said.

By a device known as triplexing, the new antenna will perform three functions: Transmission of the TV picture, of TV sound and FM sound.

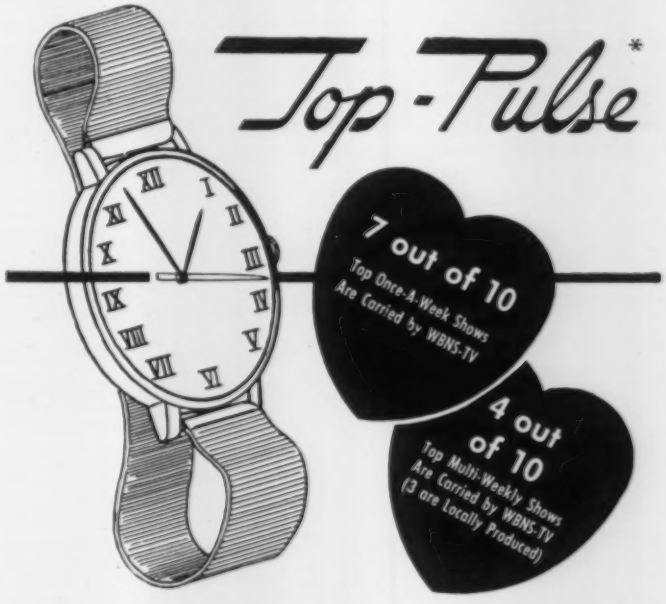
ATLANTA TV

Amended Bid Filed

REVISED application for purchase of WSB-TV Atlanta's Channel 8 facilities from Atlanta Newspapers Inc. for $525,000 has been filed with FCC by Broadcasting Inc., a new firm of leading local citizens [BROADCASTING • TELECASTING, April 23, 9]. The new bid shows redistribution of stock ownership and additional stockholders requested by the Commission upon returning the original transfer application.

Broadcasting Inc. now has authorized 100,000 shares each of preferred and common stock, both $5 par, and has issued 60,000 shares of each class. Equal amounts of each class stock have been taken by the following Atlanta residents:

Alvin B. Cates, president and over 25% owner of Adams-Cates Co., real estate, and director of Bank of Georgia (4 1/6% stockholder in applicant); William C. Caye Sr., president and over 25% owner W. C. Caye & Co., construction equipment (3 1/3%); John O. Chiles, vice president and more than 25% owner Adams-Cates Co. (vice president, 4 1/6%); his wife, Vernona L. Chiles (4 1/6%); Clement A. Evans, president and more than 25% owner Clement A. Evans Co., investment banking (treasurer, 8 1/3%); Alfred D. Kennedy Jr., real estate, machinery manufacture and hardware interests (secretary, 8 1/3%); Arthur L. Montgomery, vice president Atlanta Coca-Cola Bottling Co. (director, 12 1/2%); Joseph L. Morris, vice president Robinson-Humphrey Co., investment banking (10%); A. B. Ragan, former Fort Industry Co. salesman (assistant treasurer, 2%); Irvin T. Ragsdale, vice president Robinson-Humphrey Co. (1 2/3%); Harris Robinson, drive-in theatre interests (director, 12 1/2%); James D. Robinson Jr., president Trust Co. of Georgia Assoc. (director, 10%); Furman Smith, partner in law firm of Spalding, Sibley, Troutman & Kelley (1 1/3%); Walter C. Sturdivant, president and more than 25% owner Montgomery Knitting Mills, Summerville, Ga. (president, 8 1/3%); Robert B. Troutman Jr., partner, Spalding, Sibley, Troutman & Kelley (assistant secretary); Charles D. Tuller, cotton broker (4 1/6%); Dr. William C. Warren Jr. (5%).


Top-Pulse*
7 out of 10
Top Once-A-Week Shows Are Carried by WBNS-TV
4 out of 10
Top Multi-Weekly Shows Are Carried by WBNS-TV (3 are Locally Produced)

The WBNS-TV schedule is packed with top "Pulse"* rated programs. Included are three multi-weekly programs—Chet Long's Looking With Long—Earl Flora Sports/TV Weatherman —which are the ONLY locally produced shows in the top ten.

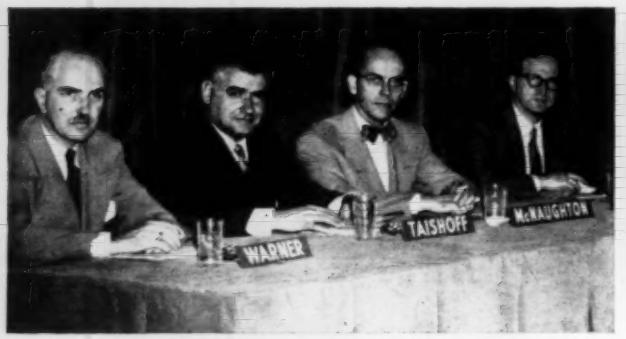
Top CBS shows plus top-caliber local programming and production have paid off in audience listening and viewing habits . . . assuring national and local advertisers greater returns on their TV advertising dollars in this rich market area.

For TV Facts and Market Data, Ask Blair TV Inc., or Write Direct

WBNS-TV Columbus, Ohio Channel 10

CBS-TV Network—Affiliated with Columbus Dispatch and WBNS-AM • Sales Office: 33 North High Street

*Columbus Tele Pulse, April 1951



L to r: Messrs. Warner, Taishoff, McNaughton and Spivak.

Martha Rountree (left), moderator, and Comr. Hennock.

EMERSON STAND

On Color Told Broker Group

DESPITE the Supreme Court decision favorable to CBS color television, color video for American homes is still in the distant future, Benjamin Abrams, Emerson Radio & Phonograph Corp. president, told the Assn. of Customers' Brokers in New York last week.

Mr. Abrams said that Emerson would refrain from producing color TV receivers until a compatible system appears. "We still feel that the consumers' interests will not be best served through the limitations of the incompatible system. In addition to the requirement to purchase the unsightly mechanical equipment at large extra cost to present television set owners, there is also the disadvantage of limited picture size," he said.

"The largest picture that can be obtained with this system," he continued, "is 12½ inches as compared to the large 17-inch, 19-inch and 20-inch pictures to which black-and-white television has now been developed. With all these limitations, the cost of color sets would not be less than $500, which also would be a drawback in consumer interest."

BERLE 'TELETHON'

Raises Over $1 Million

PLEDGES of $1,127,211 resulting from Milton Berle's "telethon," round-the-clock fund-raising appearance for the Damon Runyon Memorial Fund, June 9-10, over NBC-TV, raised the star's three-year total to $3,472,663, it was announced last week.

In the course of a 22-hour "appearance" from a special NBC-TV studio in New York, Mr. Berle, with the aid of 1,200 volunteers, including many prominent performers, received 25,000 telephone calls between Saturday noon, June 9, and 10 a.m. Sunday, June 10. Donations were received from 41 cities.

With the star answering personally approximately 2,000 telephone calls, his sister, Rosalind, who supervised the telephone operation, estimated that calls came in over the 100 special phones at the rate of more than 1,000 per hour.

COLOR BARRIERS

Sarnoff Reviews Media Problems

BLACK-AND-WHITE telecasts "will remain the backbone of the industry for a number of years to come," but color TV presents numerous obstacles despite the fact that it has been "recognized as scientifically possible from the earliest days of television." This was the opinion given by Brig. Gen. David Sarnoff, board chairman of RCA, as he spoke in Chicago Wednesday afternoon to the Catholic Theatre Conference at Mundelein College.

Attempting to explain "many confusing statements" about the immediate prospect of color TV, Gen. Sarnoff outlined RCA's stand in the color television controversy and his own expectations for the medium. He reaffirmed his faith in the potency of black-and-white for many years to come because "it is one thing to produce color equipment in the laboratory, and another thing to be able to make it available in sufficient quantity and uniform quality, at a price within the reach of the average buyer." Engineering designs, factory production lines and new broadcasting techniques—as well as public acceptance—"do not come overnight."

Cites Parallel

"We have a parallel in the motion picture industry," the general observed. "Color films have been made for years, yet most of the movies are still in monochrome. So, while color television is sure to come, we must not lose sight of the fact that there is still much work to be done to bring it even to the present state of black-and-white television. And there is still room for improvement in present television."

Discussing educational television, the RCA board chairman stated a need for educational video programs to be "as carefully prepared with the interest of the audience in mind as the script for any dramatic presentation on the stage of a theatre." Only with use of the know-how and experience of station operators and program directors, and that of theatre people, can the full potentialities of educational TV be realized, he said.

Outlining RCA's research in television, black-and-white as well as color, the board chairman said "we are convinced the public can be furnished, and is entitled to have, a practical system that gives good color pictures and that operates on the same standards as existing black-and-white television."

"We have maintained that, to achieve these purposes, a color TV system should be all-electronic, and that above all else, it must be compatible with black-and-white."

He reminded his audience of the large investment of money in present sets and the fact that "a compatible system would encourage the immediate introduction of color programs and the rapid development of this new technique."

"Neither television stations nor advertising sponsors can afford to put on programs for a non-existent audience. But if you have a system that will permit you to broadcast in color without losing a single person in your existing audience, this problem is automatically solved."

ADMIRAL UHF

Conversion 'Clips' Shown

NEW "channel clips" permitting easy conversion of Admiral VHF TV receivers for UHF reception was announced by Admiral Corp. in Chicago last week.

"We have perfected channel clips that will tune in UHF broadcasting, offering to the viewer a picture as clear as the one he now receives over the very high frequency system," John B. Huarisa, Admiral executive vice president, said. "Our prolonged tests have proved that UHF broadcasting holds interference to a minimum and that the 'skip phenomenon' that sometimes prevails in areas having many stations has been eliminated.

"These channel clips," he continued, "can be readily and inexpensively installed in sets now in operation, allowing the owner to take full advantage of any UHF station that might be licensed in his area."

Working with RCA's experimental UHF station in Bridgeport, Admiral engineers have been over a year developing the new clips, Mr. Huarisa said.

TV RESERVATION

Hennock Would Hold 'Forever'

FCC Comr. Frieda B. Hennock hopes that the 209 TV assignments that the FCC proposes to set aside for education will be reserved "forever," whether claimed or not.

Miss Hennock made the statement in answer to a question by Sol Taishoff, editor and publisher of BROADCASTING • TELECASTING, during an appearance on *Meet the Press* on NBC-TV June 10.

Miss Hennock, whose television interview took place before her appointment as a Federal Judge was announced, reiterated her advocacy of a plan to reserve even more channels for education—as much as 25% of all TV assignments. She thought TV ought to be used not only for educating the at-home audience but also for in-school instruction.

Responding to questions by Lawrence Spivak, of Mercury Publications, regular panel member of the program, she defended the Commission's color television decision, although she pointed out that she had dissented from it in part.

She said she believed a compatible color system was the long-range solution to the color problem, but said that as yet no such system had been shown to have reached a stage of practical development. She emphasized that the FCC approved the CBS system because, despite some obvious limitations such as incompatibility, it was too good to keep from the public.

It was possible, she thought, that if a workable compatible system evolved, the Commission might adopt bracket standards and let the public choose which color system it wanted.

Asked whether she favored telecasts of Congressional committee hearings like the Kefauver sessions, Miss Hennock said that such matters were outside the jurisdiction of the FCC but that her personal opinion was that such telecasts should be handled gingerly.

"I should hate to be a witness before 20 million people," she said.

Other members of the newsmen's panel were James Warner, of the New York *Herald-Tribune*, and Frank McNaughton, deputy Washington bureau chief of *Time*.

BENSON NAMED

Becomes Ziv TV Executive

LEON BENSON, head of the radio and television department of J. Walter Thompson Co.'s West Coast offices, has resigned to join Ziv Television Programs Inc. in an executive capacity. He will work out of the firm's Hollywood office.

Mr. Benson started in radio as a continuity writer for WLW Cincinnati. Later he joined the advertising department of Paramount Pictures.

During World War II Mr. Benson, a major in the Army Air Force, served as intelligence officer on the staff of Gen. Carl A. Spaatz.

Now Studio Flexibility Anywhere

with GPL's NEW PACKAGED, PORTABLE VIDEO SWITCHER

New GPL Video Switcher set up with two camera control units, a film chain control unit, and master monitor. This studio quality, field size switcher accommodates 5 cameras, 2 incoming lines.

NOW you can view, preview, switch, fade and dissolve with studio flexibility in the field. The new GPL Video Switcher simplifies field operations, reduces setup and operating time and trouble, and matches the full resources of the studio for programming variety.

Portable, and entirely self-contained, the GPL Switcher sets up in seconds and may be used with your present studio or field equipment. The monitor can view any of 5 camera inputs, plus 2 remotes, and an additional "Transmission" button switches the master monitor to view the outgoing line. Lucite self-illuminating buttons light up when depressed. Twin fading levers afford complete flexibility in fades and dissolves. An "effects" bus permits effects to be previewed on the master monitor before switching to the air.

This newest GPL development matches the other compact elements of the GPL Image Orthicon Chain, bringing to a full complement the industry's leading line in quality and design. Investigate its advantages for your operation at the earliest opportunity.

GPL Video Switcher closed for transportation.

Write, Wire or Phone for Details

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

CBS-Hytron Merger

(Continued from page 25)

proximately 42% was sold under its own trade name (primarily "Air King"), while the rest went for resale under private brand names. (About 41% went to Sears, Roebuck & Co. and about 10% to Pacific Mercury Co.)

Hytron physical properties include a receiving tube plant at Salem, Mass., and one at Newburyport, Mass., aside from one under construction at Danvers, Mass. Floor space of the two existing plants totals 177,000 square feet, and the one now being built will have 180,000 square feet. For production of machine tools, storage, etc., Hytron owns 42,500 square feet of additional floor space and leases another 49,500 square feet. Air King and Royal Wood occupy two leased buildings in Brooklyn with approximately 164,000 square feet, in addition to 38,000 square feet leased for storage and other purposes. Leases on the Brooklyn buildings have about five years to run.

It was estimated that 75% of the machinery and equipment now used by Hythron and its subsidiaries is less than ten years old.

The CBS board of directors' recommendation that the acquisition be approved was based on several factors:

It believes that, as in the case of the acquisition of Columbia Records Inc. some years ago, CBS will thus provide for itself a more varied source of income and greater revenues. It believes that the potential growth of the television set manufacturing business is considerable, and the market is far from saturated. In this connection it should be noted that as of April 1, 1951, approximately 12 million U. S. families, representing less than 30% of the total, owned television sets, while nearly 42 million families owned radios.

The board also believes that the use of the name "Columbia," already established in the broadcasting and record fields, will aid materially in the marketing of radio and television sets and phonographs produced by Air King. . . . In the light of the various factors affecting the determination of the price at which the Hytron assets are to be acquired by CBS, including the present value of the Hytron equipment for the manufacture of radio and television picture tubes and radio and television sets and the other tangible assets to be transferred, the present business of Hytron in the production of its products and the effect of the acquisition on the future business of CBS, the proposed acquisition in accordance with the agreement would in the judgment of the board be advantageous.

Exchange of Stock

The acquisition involves the exchange of 31 shares of CBS stock —15½ of Class A and 15½ of Class B—for each 100 shares of Hytron stock. For this purpose, the issuance of 310,775 shares of CBS Class A stock and the same number of Class B shares was authorized.

Management and direction of the operations of Hytron and subsidiaries are expected to remain in present hands.

Hytron chairman Lloyd Coffin and President Bruce Coffin and Air King President Cogan have been signed by CBS to three-year contracts for $50,000 a year each, plus up to $50,000 additional compensation according to net revenues of the Hytron operations.

The Messrs. Coffin now receive $50,000 and Mr. Cogan $35,000, plus bonuses in each case.

here's the picture ...

For the total week—day and night—the three WLW-Television stations have an average rating of 11.2 as compared to 8.4, the combined average of the leading competitive station in each of the three areas.*

And each individual WLW-Television station has a higher rating for each time segment — morning, afternoon and evening—than its local competitor.

This overall superiority of 33% means that your advertising dollar buys nearly one third more sales impressions on WLW-Television.

WLW-TELEVISION

WLW-T CHANNEL 4 CINCINNATI
WLW-D CHANNEL 5 DAYTON
WLW-C CHANNEL 3 COLUMBUS

First in Ohio's largest TV market

*Videodex April, 1951.

ROY ROGERS

Actor Protests Studio Plan

ROY ROGERS, cowboy film star, protesting Republic Pictures' plan to license backlog Rogers' movies to sponsors for TV release, notified the studio that legal action will be taken to prevent use of his name, voice or likeness for advertising purposes.

Through his attorney, Mr. Rogers declared that the film company would be within its rights to release Rogers' pictures for theatre showing, but use of them for advertising on video would constitute a breach of his rights. Mr. Rogers ended a 10-year Republic acting contract last May 27 and announced he would make his own TV films starting July 1. Republic plans to release old pictures after June 25 through a subsidiary, Hollywood Television Service Inc.

TV INNOVATION

ABC Starts Day Series

NEW HOUR-LONG television program, described as "designed to provide the most variegated entertainment in daytime television," was announced by ABC last week.

To be telecast Monday through Friday, from 12 noon to 1 p.m. beginning Sept. 10, and available for commercial sponsorship in 15-minute segments, the program will cost advertisers approximately $2,500 per segment, with discounts for multiple purchases by one advertiser, Alexander Stronach, ABC vice president for television, announced.

ABC has taken a long-term lease on Times Hall, formerly the Little Theatre, on New York's W. 44th St., and has assigned Ward Byron, its executive producer for television, to produce the show in order that "the new program may be insured of the finest production possible," Mr. Stronach said.

The newly-leased theatre was described as having "exceptional production facilities, including a revolving stage, full stage area, rehearsal space and scenery and property storage space." Stage lighting equipment will be modified and improved for television production use at an expense of about $250,000 for alterations and equipment during the summer, it was announced.

Described as "a new kind of variety show," with a format "specifically designed for the mid-day viewer," the program will feature Frances Langford and Don Ameche with "an outstanding repertory group of television performers." Included will be an adaptation of Miss Langford's "Purple Heart Diary," her syndicated newspaper column devoted to assisting wounded veterans with their personal and job problems.

Telecasting of each program segment will be done on an "escalator" basis, with each segment moving each day up a notch in the order of presentation. On a weekly basis, this will permit each advertiser to present a different segment; and the program structure will vary week by week as the time periods of the segments do.

WKY-TV CELEBRATES

New Facilities Previewed

SECOND anniversary was celebrated June 6 by WKY-TV Oklahoma City, with viewers getting a sneak preview of new facilities now under construction. The large, modernistic structure is being erected on the northern outskirts of Oklahoma City.

During a 30-minute preview, P. A. Sugg, manager; Hoyt Andres, assistant manager, and Jack Lovell, chief engineer, explained audio and video equipment. E. K. Gaylord, president of the parent Oklahoma Publishing Co., spoke. The number of TV sets in the area has increased from 4,000 two years ago to over 90,000, according to WKY-TV.

SPOT CAMPAIGN

U. S. Bond Drive Readied

GREATEST number of film commercials ever used in any TV campaign are being prepared for The Advertising Council on behalf of the U. S. Saving Bonds Div. of the Treasury Dept. The films, 66 in number, will be distributed by the Treasury Dept. to all TV stations across the country for maximum circulation throughout the year.

Volunteer agency for the campaign is G. M. Basford Co., New York. Other agencies voluntarily handling various other aspects of Defense Bonds advertising are J. Walter Thompson Co., Albert Frank-Guenther Law Inc., Schwab & Beatty Inc., Dancer-Fitzgerald-Sample Inc., Foote, Cone & Belding, Campbell-Ewald Co. and Schwimmer & Scott Inc.

NAME KEARNEY

Katz TV Prog. Mgr.

DON L. KEARNEY is being named to the new position of television program manager of The Katz Ageney, New York, station representative firm, in a move attributed to the organization's recognition of the growing potentials of spot television as a national advertising medium.

Mr. Kearney

Mr. Kearney has been assistant TV sales manager of The Katz Agency since 1949. In the new post he will devote himself to high-level selling of TV film programs and station-produced programs on a national spot basis. He also will assemble and catalogue a library of such programs which are available for sponsorship by national advertisers.

Announcing the appointment in a statement for release today (Monday), Katz Executive Vice President Eugene Katz asserted that "with the increasing use of film on network television, it is slightly archaic to depend upon coaxial cables to transmit these shows, especially when it can be done so much more economically on a spot basis."

Aside from "important savings in the cost of station time," Mr. Katz said, "spot TV offers many other exclusive advantages. Spot TV gives the advertiser complete freedom of choice . . . and, he can build his own coverage pattern to match his specific marketing problem."

Mr. Kearney headed the Co-operative Program Sales Dept. of Mutual before joining The Katz Agency. He was described as the first station representative to address a convention of the Assn. of National Advertisers when, in 1949, he presented a film compiled by The Katz Agency.

TV's Big Chance

(Continued from page 25)

huckster advertising control," it was learned that the Joint Committee on Educational Television's main worry is that the foundation will spend large sums buying TV station time instead of merely helping underwrite program research in cooperation with brains, facilities and sponsors supplied by the industry.

Joint committee officials are described as sympathetic to any reasonable effort to utilize commercial TV facilities for promotion of educational programs. While the joint committee and NARTB were heated opponents on the matter of allocating blocks of channels to noncommercial educational stations, the committee is understood to concede that its activity is directed mainly toward a long-range goal.

The joint committee, it is stated, can't contend it is in a position to do a major educational programming job in the immediate future. However, it doesn't want to be cast aside by Ford Foundation and such fears, based on printed accounts of the Fellows-Young correspondence, led to the Bernays wire.

Bernays Lauds Grant

Mr. Bernays lauded the foundation's grant of about $500,000 for educational and informative TV programming, including $90,000 to finance the joint committee. He feared the Young letter "might be interpreted as an argument to convince the FCC they should deny the application of special channels for non-advertising educational outlets."

NAEB, a member of the joint committee, last week received a grant of $245,350 from W. K. Kellogg Foundation to be used over a five-year period to set up a tape network of educational aural stations, keyed from U. of Illinois.

Proclaiming the Ford Foundation's "deep interest in all the means of mass communication and education," Mr. Young's letter to President Fellows, dated June 6, said the foundation has a special interest in TV "as the newest and probably potentially the most powerful of these means."

His directive as consultant orders him to give first and special attention to the TV educational field, he said. Referring to those "who hold that it is hopeless to expect that commercial television can ever furnish the opportunity" to secure maximum effective use for education and culture because of commercial pressures and incentives, Mr. Young said, "I do not take this view."

He suggested special uses may develop in which non-commercial support is needed but added, "The important fact remains that we are committed to a commercial, competitive system of broadcasting in this country, and that through it we will eventually be spending not less than a billion dollars a year in time and talent costs for the commercial television.

"It is this powerful stream of commercial broadcasting which, in my opinion, will be the real impact of television on this country—on its level of information, its emotional maturity, and its unconscious behavior patterns."

Therefore, Mr. Young wrote, Ford Foundation's key problem is "how to work within this stream to best promote the foundation's purposes." He added, "There are many if not most commercial broadcasters who have a deep sense of social responsibility for the use of this powerful new medium which harmonizes with the foundation's objectives."

The key problem, Mr. Young explained, "is programming and the cost thereof." He said he had been authorized by officers and trustees of Ford Foundation to explore with NARTB and other commercial interests involved in this proposal:

It is suggested that the Foundation, the station owners, and the networks enter into a cooperative, experimental operation to see what contribution can be made within the stream of commercial broadcasting, to a better level of educational, informative, and more culturally mature programming.

To this end the foundation suggests that it might set up an experimental Television and Radio Workshop, manned by the best professional program producing talent.

In the workshop it would undertake to produce, probably on film, programs with a content in line with the Foundation's purposes, but aimed with all the technical skill possible at securing substantial audiences.

These programs it would then ask the broadcasters to put on the air at appropriate favorable and continuing hours, so that they would have good audience-building opportunities. This time to be furnished by the broadcaster, plus possibly some film charge.

These programs would then be for sale to commercial sponsors, at a price which would recover to the nonprofit workshop its production costs, and with production continuing under its control.

These are the essentials of the proposal, although there are obviously many practical operating details to be worked out. The proposal contemplates both radio and television, but with emphasis on television.

I would appreciate very much from you an expression of your views in the following terms:

1. Do you feel that this approach to the problem of "educational" broadcasting might be a fruitful one?

2. Do you believe that members of your industry would cooperate in carrying it out along the lines indicated?

Interested in Workshop

Mr. Fellows' reply voiced appreciation of Mr. Young's talk with the TV board concerning commercial TV and education "as the major key to which the Ford Foundation should address itself in accomplishing its purposes." He explained the board was "intensely interested" in the TV-radio workshop idea, "which would contribute to the professional development of culturally mature, informative and educational television and radio designed to be attractive to large audiences."

bility of proving an extremely

This approach "has every possi- fruitful one," Mr. Fellows said. "Concerning the potential cooperation of the commercial stations, it is the opinion of the Television Board that the overall attitude of the industry is, and has been, of a nature quite in accord with your proposal, and we feel sure that the larger percentage of stations will go along with you whole-heartedly.

"We assume from your letter and your oral presentation that the ultimate sale to a sponsor of workshop-produced programs is tentatively proposed on a basis which would recover production costs to the workshop and time and other normal costs to the station.

"Each individual licensee, of course, is required by law to control any specific commitment of its station's time and program content, but our Television Board will be happy to work closely with you in bringing this promising plan to the commercial television stations."

FIGHT DELAY

Rain Hits Theatre TV

RAIN TWICE delayed the scheduled initial experiment in theatre television networking last week, with the trial finally slated for last Friday night.

The experiment involved the Joe Louis-Lee Savold heavyweight boxing match, to which a group of theatres had won exclusive rights away from television broadcasters [BROADCASTING • TELECASTING, June 11], and the fight depended upon good weather at New York's Polo Grounds, where it was to have been held. Rain postponed it from Wednesday night to Thursday, and then to Friday, and in the meantime the site was moved indoors to Madison Square Garden.

NBC, whose parent RCA manufactures theatre TV equipment and which itself has offered to help in programming for theatre TV, was slated to handle the fight pickup for the theatre group. Relays were to be by coaxial cable.

Theatre spokesmen said the lineup of theatres to show the fight had grown from seven to nine during the week. The list: Fabian Palace in Albany; Loew's Century and Rome Theatre's Harlem in Baltimore; RKO's Keith and District Theatre's Lincoln in Washington; Fulton-Shea in Pittsburgh; RKO Palace in Cleveland; United Paramount's State Lake and its Tivoli, in Chicago.

The fight was not to be carried by TV broadcast stations, nor was it to be seen in theatres in New York area.

Film Report . . .

CINETEL Corp., New York, has completed first 13 issues of *Pathe Hy-Lights*, new 15-minute weekly series spotlighting passing parade of "unusual and notable stories" in the world of sports and elsewhere. Emcee is **Hy Gardner**, commentator-columnist. A total of 300 issues are planned, with each issue containing about eight stories, "rich in character study, colorful human interest sidelights about people, places and the unusual."

* * *

ALL - AMERICA TELEVISION Productions, New York, says that two new series of one-minute open-end TV color films based on famous paintings of old masters are nearing completion. Produced under supervision of Neil Courtney, one series has a quiz aspect while the other is a straight presentation.

* * *

MUTUAL Television Productions, Hollywood, earmarking $100,000 for purchase of story properties to be filmed for television, has embarked on a search to obtain a backlog of 100 scripts for dramatic programs, according to **Edward M. Gray**, president. He expects MTP will "be in a position to film at least three major dramatic series before the end of the year." **United Television Programs** is the firm's sales and distributing agency.

* * *

STERLING TELEVISION Inc., New York, annonunced that distribution of about 100 McGraw-Hill films for TV use will be started soon. President **Saul J. Turell** said that stations will be notified of titles and availability in the near future. Several adult series are included such as "Marriage for Moderns," "Educational Psychology," and "Child Development."

* * *

ALLEGRO PICTURES Inc., new TV film production unit has been formed with headquarters at **Samuel Goldwyn Studios**, Hollywood. **William Lava** is president-general manager, with **N. Gayle Gitterman**, vice-president and producer. Unit plans a series of 26 thirty-minute private investigator type shows which deal with juvenile delinquency and narcotics. Pilot film for the series is to be made on July 16. **Devallon Scott** is writer. Mr. Gitterman will produce.

AD COUNCIL SHOW

Free Use by TV Stations

TV sound-film-recorded interview of Charles Wilson, defense mobilization chief, by John Edwards, Washington newscaster, on the topic, "A Special Report from Washington," has been shipped to 107 television stations, free and for immediate release, by The Advertising Council, the Council reported last week.

Council President T. S. Repplier said the 14-minute film is "a vital, timely interview . . . not a speech . . . not a rehash of old statements. It is strictly non-political, and contains no special pleadings for administration policies." If favorably received by stations, he said, the Council may undertake a regular schedule of such free film releases.

Curtis Buys on NBC

CURTIS CIRCULATION Co., through BBDO, will sponsor a second and new "edition" of *Meet the Press* in which a name-in-the-news guests will be interviewed by newspapermen, over NBC-TV, Tuesday, 8 p.m., beginning tomorrow. Original edition of *Meet the Press*, heard Sunday, 4 p.m., over the same network, is sponsored by Revere Copper & Brass Co. Martha Rountree, who with Lawrence Spivak originated the show, will act as moderator of both programs.

FOR SOME INTERESTING INFORMATION ON RADIO IN IOWA, PLEASE SEE PAGE 33 OF THIS ISSUE

NORC REPORT

Basis for NCAA Plan Revealed

THE report upon which National Collegiate Athletic Assn. has based its plan for limited telecasting of college grid games came to light last week.

Prepared by the National Opinion Research Center, U. of Chicago, the analysis, some 60 pages in length, purports to show that because of television, total attendance during the 1950 season dropped from that of 1949.

In the report, NORC itself intimated that it did not have time or money to prepare the analysis in the way it thought would be most conclusive.

Preliminary results of this analysis were presented to the NCAA convention in Dallas last January. It was at this convention that NCAA members voted for limited telecasting during 1950.

NORC said that early last summer it was asked by NCAA and the four television networks to evaluate a number of past research studies dealing with the effect of TV on college football attendance, and to suggest a research program for the 1950 season. A report embodying its findings and proposals was delivered to the joint committee last August.

This report, however, was not considered satisfactory by NORC who proposed a way to a more definitive answer.

"Unfortunately," NORC said, "factors of time and cost, unsolved problems in the design of national surveys, and the difficulty of organizing and supervising the proposed local surveys" all contributed to narrowing the scope of the basic research program.

In a summary of its findings, NORC stated that the upward trend of post-war college football attendance was halted and even reversed in 1950.

"In 1950, unfavorable television effects were observable in seven of the eight NCAA districts. Overall," the report continued, "colleges in TV areas dropped about 4% from their normal attendance, while colleges outside of those areas gained 4%."

Minimizing other factors, NORC commented that the effects attributed to television cannot be accounted for by changes in ticket prices, stadium capacities, student enrollment, population or economic issues.

Report Limited

Although the 1950 Official Football Guide lists some 753 football-playing colleges throughout the country, NORC said its report was restricted to 288 member institutions of NCAA.

It added, however, that NCAA colleges "may be presumed to draw close to 98% of the total paid attendance."

Among those to whom NORC expressed appreciation for assistance in preparing the report were Hugh Beville, NBC; Oscar Katz, CBS; Ben Gedalecia, ABC, and Leslie Aries, DuMont.

Of the accompanying table, NORC commented that if it is to be taken "at face value, as proving the harmful effect of television on attendance, we must assume that the relationship of the two groups of colleges has changed only with respect to the television variable since the 1947-48 base period.

"In other words," NORC explained, "we would have to assume that all other relevant characteristics of the two groups either have not changed at all, or have changed in the same direction in approximately the same degree."

After an examination of seven factors which most plausibly affect attendance, NORC concluded that the major findings in the table are not affected by these factors, weather, team performance, etc.

In its summation, NORC said that with the increasing set saturation of areas in 1951, some attendance losses resulting from general TV competition are probable, even if the telecasting of football games were to be completely banned. But the losses would be much greater under conditions of unrestricted telecasting.

* * *

ATTENDANCE TRENDS FOR COLLEGES INSIDE AND OUTSIDE OF TELEVISION AREAS, 1949 AND 1950

	Percent of Expected Attendance			
	1949		1950	
	Colleges in Areas Where There Was		Colleges in Areas Where There Was	
Region:	TV	No TV	TV	No TV
1. New England	99.8	112.7	70.6	99.8
2. Middle Atlantic	92.7	114.6	81.5	105.8
3. Southeast	102.0	108.8	99.1	102.4
4. Midwest	103.0	105.1	100.2	103.8
5. West Central	112.4	88.6	106.9	110.9
6. Southwest	128.1	105.2	149.7	112.2
7. Mountain	92.0	102.9	81.8	91.5
8. Pacific	100.7	95.8	94.1	95.8
Total U. S.	102.2	104.0	95.9	103.7

Video's Potential

(Continued from page 61)

in more sales per dollar as well as in more viewers, NBC reported, with programs with weekly costs above $17,000 per production hour getting an average of 19.5 extra customers per TV dollar, compared to the average of 15.6 for all TV-advertised brands. Similarly, programs with ratings of 20 or better got 23.5 extra customers per TV dollar, about 50% above the average. As NBC noted, "High ratings are worth the extra cost it takes to get them."

When several brands are advertised on the same program, each does better than the average, NBC stated, with those on high-cost programs averaging 21.1 extra customers per dollar and those on low-cost programs 21.6, compared to the overall average of 15.6. "These figures," Dr. Coffin pointed out, "provide a practical answer to the problem of rising TV costs."

By next October, NBC noted, there will be 25 top markets with set ownership of at least 51%, where television may be expected to produce a sales impact similar to that measured in January in the New York area.

Telestatus

(Continued from page 66)

sets in business places, a total of 71,448.

In the Fort Worth five-county area there were 43,576 TV residences and 653 business places with sets, a total of 44,229.

It was shown that Dallas city had 45,953 TV sets, or 31.2% saturation; Dallas County towns had another 4,437 sets, or 34.3% saturation, with 7,187 rural homes or 24.6% saturation.

In Tarrant County, the city of Fort Worth had 31,517 sets, or 36.1% saturation; Tarrant County towns had 3,823 sets or 34.3% saturation, with 3,598 rural homes or 24.6% saturation.

ALMOST A MILLION ON WCKY

See Centerspread This Issue

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

Replies to Allocation Comments

(See story on page 62)

ALABAMA

Mobile—WALA. Opposes WTBC Tuscaloosa.

Mobile—WKRG. Opposes WJDX Jackson, Miss.

University—U. of Alabama. Opposes WVOK Birmingham. Supports reservation.

ARKANSAS

Blytheville—KLCN. Opposes WREC Memphis; WMPS Memphis; DuMont.

CALIFORNIA

Fresno—Public library. Supports reservation.

Los Angeles—KECA - TV. Opposes KFSD, KCBQ and Television Bcstg. Co., San Diego; DuMont.

Los Angeles—KFI-TV. Opposes KIST Santa Barbara; KFSD San Diego; Television Bcstg. Co., San Diego; KCBQ San Diego.

Los Angeles—Public Library. Supports City's bid for educational allocation.

Monterey—Monterey Radio-Television Co. Opposes KSBW Salinas; KROY and KCRA Sacramento; KROW Oakland. Supports Ch. 8 allocation.

Mt. Diablo—KSBR (FM) San Bruno. Opposes Television Calif.; KROW and KLX Oakland; DuMont; CBS San Francisco.

Sacramento — KCRA and KROY. Jointly oppose Television California; KFRE Fresno; Monterey Radio-Television Co., Monterey; KWRN Reno, Nev.; KLX Oakland, Calif.; KSBW Salinas, Calif.; CBS San Francisco; S. A. Cisler, Monterey; KROW Oakland.

San Bernardino — Public Library. Supports reservation.

San Diego — KFMB - TV. Opposes KECA-TV Los Angeles; KIST Santa Barbara.

San Francisco—KRON-TV. Opposes KLX Oakland; jointly KROY and KCRA Sacramento; KFBK Sacramento.

San Francisco (Bay Area)—Opposition to proposal of KROW Oakland and CBS to remove reservation of Ch. 9 in that area filed by: California State Dept. of Education; Mt. Eden Elementary School; Sonoma County Schools; Richmond Schools; Los Gatos Union High School; San Mateo County Schools; Walnut Creek School District, Oakland; San Rafael City School System; Marin County Supt. of Schools; San Lorenzo Elementary Schools; Ravenwood Elementary School District, Palo Alto; Oakland Public Schools; Contra Costa County Schools, Martinez; Acalanes Union High School, Lafayette; Irvington School District; John Swett Union High School, Crockett; Castro Valley School District; Campbell Union School District; Piedmont Public Schools; Hayward Elementary Schools and Hayward Union High School District.

San Diego—Public Library. Supports city schools' bid for Ch. 3 reservation.

San Francisco—KGO-TV. Opposes DuMont; KARM and KMJ Fresno.

San Francisco—KPIX (TV). Opposes Television Calif., San Francisco; CBS.

San Jose—San Jose Television Bcstg. Co. Opposes CBS.

San Jose—Public Library. Supports Mayor's reservation application.

Stockton—KGDM. Opposes KROW, KLX, Television California Inc., all Oakland, and CBS. Supports allocation Chs. 13, 36 and 42.

Stockton — KWG. Opposes CBS; KROW and KLX Oakland; Television California.

COLORADO

Craig—KRAI. See KFKJ Grand Junction.

Denver—Adult Education Council. Supports Ch. 6 reservation.

Grand Junction — KFKJ. (Filing jointly with KUBC Montrose and KRAI Craig, Col., and KJAM Vernal, Utah). Support adoption of Sen. Edwin C. Johnson's proposals and their own TV allocation requests.

Montrose—KUBC. See KFKJ Grand Junction.

CONNECTICUT

Hartford—WAVZ and WTHT Hartford. Support allocation.

Hartford — WTIC. Opposes CBS; WTAG Worcester; WHYN Holyoke, Mass.; WNLC New London, Conn.; WPRO and WJAR-TV Providence; WHDH Boston; Regional Television Corp., Springfield; WBRK Pittsfield; DuMont; WNHC New Haven; WWNY Watertown, N. Y.

New Haven—WNHC-TV. Opposes ABC, WOR New York, WIP Philadelphia and Philadelpha Chamber of Commerce. Reiterates support of allocation involving shift from Ch. 6 to Ch. 8.

DELAWARE

Wilmington—WDEL-TV. See WJZ-TV New York.

DISTRICT OF COLUMBIA

Washington—WMAL-TV. See WJZ-TV New York.

Washington — WTOP - TV. Opposes Joint Committee on Educational Television, if latter's comments raise question of reservation for Ch. 9 in Washington.

FLORIDA

Daytona Beach — WNDB. Opposes WJAX Jacksonville; WORZ Orlando; WIOD Miami; WKAT Miami; DuMont.

Jacksonville—WJAX. Opposes WORZ Orlando.

Miami—WGBS. Opposes DuMont and WFTL Fort Lauderdale.

Miami—WQAM. Opposes WFTL Fort Lauderdale.

Miami—Dade County Board of Public Instruction. Opposes WGBS Miami.

Orlando—WDBO. Opposes DuMont.

(Continued on page 76)

Strictly Business

(Continued from page 10)

advertisers. This was the first time that any national account had ever used an independent local station in Philadelphia. In the early days he and the station staff inaugurated the idea of having news every hour on the hour. He secured sponsorship of these news programs by Kopper's Co. through N. W. Ayer. They were on the air seven days a week, 13 times a day for four years under Kopper's sponsorship.

Before going in the Army, Mr. Dannenbaum was made sales manager and treasurer of WDAS. During World War II Mr. Dannenbaum served in this country and overseas for just short of four years in the Army Signal Corps. He left the service with the rank of major in the spring of 1946.

After his separation from the Army, he returned to WDAS in his former capacity. He left in 1947 to become sales manager of WPEN Philadelphia.

Changes to TV

In 1948 Mr. Dannenbaum changed from radio to television by becoming commercial manager of WPTZ, and introduced many innovations in television.

Mr. Dannenbaum and the WPTZ staff have been very successful in promoting and selling a number of new television programming ideas: *Frontier Playhouse*, 6-7 p.m.; *Hollywood Playhouse*, 12:30-1:30 p.m., and *Three to Get Ready*, 7:30-9 a.m., are programs scheduled across-the-board and in hours that originally were considered by some to be poor viewing times for TV audiences. All these programs are now sold out and have high ratings.

Mr. Dannenbaum also was instrumental in starting WPTZ's "6 for 1 Policy," which enables advertisers to gain more advertising representation throughout an hour show (without increasing the total time devoted to advertising), at a great deal less than normal advertising cost per advertiser, while maintaining station revenue.

Mr. Dannenbaum's enthusiasm of the moment is his belief that with more and more of the country's consumer purchasing being done in self-service stores, that the astute package goods advertisers will tend more and more to design their packages for easy television recognition and will use more shared station identification advertising (because of its low cost and high effectiveness) to drive home product familiarity.

Mr. Dannenbaum is married to the former Genevieve Ryan, and he is the father of a year old son, Alexander III. His hobbies are tennis and fishing. He is a member of the Poor Richard Club, the Philadelphia Public Relations Assn., the New York Radio Executives Club, and the Television Assn. of Philadelphia.

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POPULATION

4,051,740*

RETAIL SALES

$2,294,535,000**

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$3,487,827,000**

FARM INCOME

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MANUFACTURING SALES

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. . . among the 12 states in the rich, growing Southeastern Market

*1950 U. S. Census

**1949 Sales Management

***1949 Manufacturers Record

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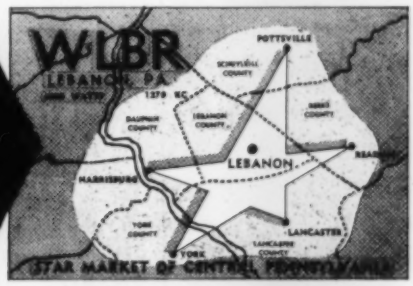
DEPARTMENT OF CONSERVATION AND DEVELOPMENT, RALEIGH

This Rich Lebanon Valley Market Is YOURS...



300 Million DOLLARS WORTH covered with ONE STATION

WLBR AM FM

LEBANON, PA. • 1000 WATTS • 1270 KC

The STAR MARKET of Central Pennsylvania

JULIAN F. SKINNELL—Operations Mgr.

REPRESENTED BY RAMBEAU

Allocation Replies

(Continued from page 75)

Supports allocation of Chs. 6, 9, 18 and 24*.

St. Petersburg—WTSP. Opposes WDAE and WFLA Tampa. Supports reservation Ch. 3.

Tampa—WFLA. Opposes WPDQ Jacksonville.

Tampa—Hillsborough County School System. Opposes WDAE and WFLA Tampa.

Tampa—Pinellas County School System. Opposes WDAE and WFLA Tampa.

West Palm Beach—WIRK. Opposes DuMont and WGBS Miami.

West Palm Beach—WJNO. Opposes DuMont; WIOD and WGBS Miami.

GEORGIA

Atlanta—WAGA-TV. Opposes WHUB Cookeville, Tenn.

Atlanta — U. System of Georgia (WGST). Opposes DuMont; WRFC Athens and WMAZ Macon, Ga.

Atlanta—Broadcasting Inc. Opposes WRFC Athens.

Augusta—WRDW. Opposes jointly WIST (FM) and WAYS Charlotte, N. C.

ILLINOIS

Centralia—WCNT. Opposes WMBD Peoria, Ill.; WDWS Champaign, Ill.; DuMont.

Chicago—WBKB (TV). Opposes WMBD Peoria; WDWS Champaign; DuMont.

Chicago — WIND. Opposes WWCA Gary, Ind.; Public Schools of Gary; KDTH Dubuque, Iowa, and DuMont.

DeKalb — Northern Illinois State Teachers College. Objects to FCC's failure to provide local channel. In two years will have funds to build.

Rockford — WROK. Opposes CBS; WCKY Cincinnati.

Rock Island—WHBF-TV. Opposes KIOA Des Moines.

Springfield—Sangamon Valley Television Corp. Opposes DuMont; WMBD Peoria; WDWS Champaign. Supports allocation Ch. 3.

Urbana — U. of Illinois. Opposes WEEK and WMBD Peoria; WCKY Cincinnati; WQUA Moline, Ill.

INDIANA

Evansville—Evansville Television Inc. Opposes WQUA Moline, Ill.

Gary — WWCA. Opposes DuMont; CBS; Southern Illinois U.

Indianapolis — WFBM - TV. Opposes WCKY Cincinnati proposal to shift WFBM-TV from Ch. 6 to Ch. 4.

Indianapolis—WIRE. Opposes CBS; Ohio State U.; WCKY Cincinnati.

Indianapolis—WISH. Opposes CBS; Ohio State U.

Indianapolis—WXLW. Opposes WOSU Columbus; WCKY Cincinnati; CBS.

Indianapolis—William H. Block Co. Opposes WSAL Logansport, Ind.; WVJS Owensboro, Ky.; WOSU Columbus; WCKY Cincinnati; CBS; Southern Illinois U., Carbondale.

Terre Haute—WTHI. Opposes Wm. H. Block Co. and WIBC Indianapolis; WSAL Logansport; WOMI Owensboro, Ky.; WCKY Cincinnati.

IOWA

Ames—WOI-TV. Opposes KDTH Dubuque, Iowa; KVFD Fort Dodge, Iowa; and WHO and KSO Des Moines.

Cedar Rapids—KCRG. Opposes WQUA Moline, Ill.; WMBD Peoria, Ill.; WEEK Peoria; KWWL Waterloo; KNUJ New Ulm, Minn.; KSTT Davenport, Iowa; CBS; DuMont.

Cedar Rapids—Coe College. Withdraws previous comments and requests that Ch. 9 be reserved.

Davenport—KSTT. Opposes Iowa stations KCRG Cedar Rapids, KDTH Dubuque, KWWL Waterloo, KOKX Keokuk, WSUI (State U. of Iowa) Iowa City, KIOA, WHO and KRNT Des Moines; and Illinois stations WDWS Champaign, WMBD Peoria, WQUA Moline and Southern Illinois U., Carbondale.

Davenport—WOC-TV. Opposes CBS, WFOX, WISN and WEMP Milwaukee and KDTH Dubuque, Iowa.

Des Moines—KIOA. Opposes KSTT Davenport; KDTH Dubuque.

Des Moines—KRNT. Opposes KSTT Davenport.

Des Moines—WHO. Opposes KSTT Davenport.

Fort Dodge—KVFD. Opposes DuMont; KIOA Des Moines; KCRG Cedar Rapids; KWWL Waterloo; KYSM Mankato; WDWS Champaign; WQUA Moline. Supports allocation Ch. 21, plus own revision to add Ch. 4.

Keokuk—KOKX. Opposes DuMont; WQUA Moline, Ill.

Waterloo—KWWL. Opposes KCRG Cedar Rapids; WQUA Moline, Ill.; WDWS Champaign, Ill.; KSYM Mankato, Minn; KVFD Fort Dodge, Iowa; CBS.

KANSAS

Lawrence—U. of Kansas (KFKU). Opposes joint comment of KMBC, KCMO and WHB Kansas City.

Pittsburg—KOAM. Opposes KMBC and WHB Kansas City; WQUA Moline, Ill.

Wichita—KFBI and KANS withdraw previous comments.

KENTUCKY

Ashland — WCMI. Opposes DuMont; Ohio State U.

Lexington—U. of Kentucky. Withdraws former comments. Asks reservation of UHF Ch. 27.

Louisville—WHAS. Opposes WCKY Cincinnati and Southern Illinois U., Carbondale, Ill.

Louisville—Board of Education and Public Library. Oppose WKYW.

LOUISIANA

New Orleans—WWL. Opposes Deep South Bcstg. Co., Montgomery, Ala.; WJBO Baton Rouge; KCIL Houma, La.

New Orleans—Orleans Parish School Board. Opposes Loyola U. of the South (WWL).

Shreveport—KTBS. Opposes KTRH, KXYZ, South Texas Television Co., all Houston. Supports Ch. 12.

Shreveport—KWKH. Opposes DuMont.

MAINE

Lewiston—WLAM. Opposes WTIC and WTHT Hartford; WBRK Pittsfield, Mass.; WHYN Holyoke, Mass.; Regional TV Corp., Springfield, Mass.

MARYLAND

Baltimore—WBAL-TV. Opposes DuMont.

Baltimore—WMAR-TV. Opposes DuMont; WGH Newport News, Va.; WTAR Norfolk.

MASSACHUSETTS

Boston—WCOP. Opposes WBET Brockton.

Boston—WHDH. Opposes WBET Brockton; WTHT Hartford, Conn.

Pittsfield—WBRK. Opposes WHYN Holyoke, Mass.; Regional TV Corp., Springfield, Mass.; WTIC and WTHT Hartford; WNLC New London; DuMont; Cornell U. and joint petition of Buffalo Courier-Express Inc., WGR and WKBW Buffalo.

Springfield—Regional TC Corp. Opposes WBRK Pittsfield, Mass.; WTIC and WTHT Hartford, Conn.; WNLC New London, Conn.; CBS Boston; WWNY Watertown, N. Y.

Worcester—WTAG. Opposes WHDH Boston; WTIC Hartford; WHYN Holyoke, Mass.; CBS Boston; DuMont; WPRO Providence, R. I.

MICHIGAN

Adrian—WABJ. Opposes DuMont; Bay City Public Schools; Wayne U.; Detroit Board of Education.

Detroit—WJR. Opposes WGRD Grand Rapids, Mich.; State College, E. Lansing; WFDF Flint; WQUA Moline, Ill.; WSAI Cincinnati; WVJS Owensboro, Ky.; WTVB Coldwater; WSAM Saginaw; WLEW Bad Axe; DuMont.

Detroit—WWJ-TV. Oppose DuMont, whose plan would require WWJ-TV to shift from Ch. 4 to Ch. 6 or 7. Supports allocation.

East Lansing—WKAR. Opposes WQUA Moline, Ill.; WTVB Coldwater, Mich.; DuMont; WJR Detroit; WFDF Flint; WSAL Logansport, Ind.; WVJS Owensboro, Ky.

Escanaba—WDBC. Opposes DuMont; WGRD Grand Rapids.

Flint—WBBC. Opposes Wayne U.; Detroit Board of Education.

STRONG and weak points of West Coast radio got a going over by this panel group at the convention of Southern California Advertising Agencies Assn. [BROADCASTING • TELECASTING, June 4]. Experts are, seated (l to r), John Bainbridge, program director, KFMB San Diego; Wilbur Edwards, director, KNX Hollywood and Columbia Pacific; Robert J. McAndrews, panel chairman and managing director of Southern California Broadcasters Assn.; Ray Gage, president, C. B. Juneau Inc. Adv. and president SCAAA. Standing, Sydney Gaynor, sales manager KFWB Hollywood; Thomas Frandsen, sales manager, KMPC Hollywood; Leon Wray, Southern California sales manager, Don Lee Broadcasting System; Kevin Sweeney, sales manager, KFI-AM-TV Los Angeles.

On All Accounts

(Continued from page 12)

bor Co.'s Breast-O'-Chicken tuna.

Besides overseeing this major account's national television campaigns, Mr. Peterson has spearheaded the development of local-level activities for Barnes Chase clients over San Diego's only video outlet, KFMB-TV, and the city's six radio stations.

Hobbies he would like to find time for are golf and sailing. However, his main outside interests are the Petersons' twin sons, Larry and Jerry. The twins— now almost 2½ years old—appeared with Barbara Stanwyck in the Paramount Picture "No Man of Her Own" when they were only five months old and Mr. Peterson is busy weekends prepping them for the time when he can build a television show around them.

NO. 1 SOURCE

MILO RADIO

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and BROADCAST EQUIPMENT

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When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Regent

MUSIC IN MY HEART

On Records: Marlin Sisters—Lon. 995; Martha Tilton-Harry Babbitt—Coral 60468; Harry Geller-Alexander Brothers—Mer. 5653; Ken Griffin—Col. 39418.

On Transcriptions: Larry Fotine—World

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N. Y.

Detroit Board of Education; Bay City Public Schools; WSAM Saginaw; Michigan State College (WKAR), East Lansing; CBS.

Flint—WFDF. Opposes WQUA Moline, Ill.; WKAR East Lansing; jointly WERE, WHK, WGAR and WJW Cleveland; DuMont; jointly Wayne U. and Detroit Board of Education; WJLB Detroit; WTVB Coldwater, Mich.

Grand Rapids—WGRD. Opposes Indiana Technical College; WBCM Bay City; WDBC Escanaba; WJPG Green Bay, Wis.; DuMont; WJR and WJLB Detroit; WEMP and WISN Milwaukee; WQUA Moline, Ill.; CBS Chicago.

Kalamazoo—WKZO-TV. Opposes DuMont.

Lansing—WJIM. Opposes DuMont; WBCM Bay City, Mich.; WFOX, WEMP and WISN Milwaukee; WJLB and WJR Detroit; CBS Chicago; Music Pub. Co., Grand Rapids, Mich.

Saginaw—WSGW. See WBBC Flint.

MINNESOTA

Austin—KAUS. Opposes WQUA Moline, Ill.

Minneapolis—WLOL. Opposes KYSM Mankato.

Minneapolis—WTCN-TV. Opposes KFVD Los Angeles.

St. Paul—City Council, Public Schools, Library Dept. oppose comments changing Ch. 2 proposed reservation.

MISSISSIPPI

Meridian—WTOK. Opposes WVOK Birmingham; Deep South Bcstg. Co., Montgomery; WJLD Birmingham; WTBC Tuscaloosa.

MISSOURI

Columbia—KFRU. Supports Missouri U. approval of reservation but opposes 50% commercialization" plan; asks reservation of UHF instead of Ch. 8 and release of Ch. 8 for commercial use.

Hannibal—KHMO. Opposes KOKX Keokuk, Iowa; DuMont; jointly KCMO, KMBC and WHB Kansas City.

Joplin—KFSB. Opposes KMBC and WHB Kansas City.

Sedalia—KDRO. Opposes WQUA.

St. Joseph—KFEQ. Opposes KMBC and WHB Kansas City; WQUA Moline, Ill.; DuMont.

St. Louis—KSD-TV. Opposes WQUA Moline, Ill.

NEBRASKA

Lincoln — KLMS. Opposes KFAB Omaha; DuMont.

Omaha—KFAB. Opposes joint proposal of KMBC, WHB and KCMO Kansas City, Mo.

NEW HAMPSHIRE

Keene—WKNE. Opposes DuMont.

Manchester—WMUR. Opposes WHDH Boston; CBS; DuMont.

Manchester—Grandview Inc. Opposes WHDH Boston.

NEW JERSEY

Atlantic City—WFPG. Opposes N. J. Dept. of Education; any other comment construed to favor educational reservation in Atlantic City.

New Brunswick—WCTC. Opposes N. J. Dept. Education alternative request that UHF channels be reserved; does not oppose reservation of flexibility channels.

Trenton—WTTM. Opposes N. J. Dept. of Education.

NEW YORK

Albany—Meredith Champlain Television Corp. Opposes WTRY Troy.

Binghamton—WKOP. Opposes Chamber of Commerce, City of Philadelphia, WIP and WIBG Philadelphia. Asks retention Ch. 12 and UHF Chs. 40, 46; add Ch. 7.

Binghamton—WNBF-TV. Opposes Philadelphia Chamber of Commerce; City of Philadelphia; Daily News Television Co. and WIP Philadelphia; WAGE and WFBL Syracuse.

Buffalo—WBEN-TV. Opposes Cornell U. comment that WHEN-TV be shifted from Ch. 4 to Ch. 2.

Buffalo—WGR, WKBW and Buffalo Courier-Express Inc. jointly. Oppose Cornell U.; WCLI Corning, N. Y.

Buffalo—WGR and WKBW. Jointly oppose WKOP Binghamton, N. Y. and WBRK Pittsfield, Mass. Support allocation of Chs. 2, 4, 7, 9, 17 and 23.

Corning — WCLI. Opposes WGR, WKBW and Buffalo Courier-Express Inc., Buffalo.

New York—WJZ-TV (jointly with WDEL-TV Wilmington and WMAL-TV Washington). Oppose Philadelphia Chamber of Commerce; City of Philadelphia; Daily News Television Co., Philadelphia; WBAL-TV Baltimore. WJZ-TV (individually). Opposes WKOP Binghamton.

New York—WPIX(TV). Opposes CBS; DuMont; WATV (TV) Newark.

Poughkeepsie—WEOK. Opposes Board of Regents of U. of State of New York; Dartmouth College.

Rochester—WHAM-TV. Opposes WBRK Pittsfield, Mass.

Syracuse—WHEN (TV). Opposes WKOP Binghamton; WCLI Corning; Buffalo Courier-Express Inc., WGR and WKBW Buffalo.

Troy — WTRY. Opposes Meredith-Champlain Television Corp., Albany.

Watertown—WWNY. Opposes WAGE and WFBL Syracuse; Cornell U.

NORTH CAROLINA

High Point—WHPE. Opposes WTOB and WSJS Winston-Salem; DuMont.

Raleigh — WPTF. Opposes DuMont; WSAZ-TV Huntington, W. Va.

Winston-Salem — WTOB. Opposes WJLS Beckley and WHIS Bluefield, W. Va.

OHIO

Akron — WAKR. Opposes WWST Wooster, Ohio.

Akron—Board of Education. Opposes WWST Wooster.

Cincinnati — WKRC-TV. Opposes WCKY Cincinnati; DuMont; Ohio State U. (WOSU), Columbus; WHIZ Zanesville; WSVA Harrisonburg, Va.

Cincinnati — WLWT (TV). Opposes Indiana Technical College, Fort Wayne, Ind., request for Ch. 5.

Cleveland—WEWS. Opposes WBCM Bay City, Mich.; WGRD Grand Rapids; WCKY Cincinnati.

Cleveland—WHK. Petition to amend application to specify UHF Ch. 19 in lieu of VHF Ch. 7.

Cleveland—WERE, WHK, WGAR and WJW jointly oppose WFDF Flint, Mich.; WCAE Pittsburgh; WBVP Beaver Falls, Pa.; WJAS Pittsburgh; DuMont.

Columbus—WBNS-TV. Opposes William H. Block Co., Indianapolis; WTVB Coldwater, Mich.; WCKY Cincinnati.

Columbus — WLWC (TV). Opposes Southern Illinois U., Carbondale, Ill.; WIBC Indianapolis; WCKY Cincinnati; DuMont; WLOA Braddock, Pa.; KDKA, WWSW, WJAS and KQV Pittsburgh.

Columbus — WTVN (TV). Opposes WJLB and WJR Detroit; DuMont.

Dayton—WHIO-TV. Opposes DuMont. Supports WHIO-TV proposed shift from Ch. 13 to 7.

Dayton—WLWD (TV). Opposes DuMont.

Steubenville—WSTV. Opposes KQV, WCAE, KDKA Pittsburgh; WJPA Washington, Pa.; WWVA Wheeling, W. Va.

Toledo—WSPD-TV. Opposes DuMont.

Toledo — WTOL. Opposes DuMont; Wayne U. and Board of Education, Detroit.

Toledo—Maumee Valley Bcstg. Co. Opposes Wayne U.; Detroit Board of Education; DuMont.

Toledo—Toledo Blade Co. Opposes Wayne U. and Detroit Board of Education.

OKLAHOMA

Tulsa — KOTV(TV). Opposes KFBI and KANS Wichita, Kan., comment requiring KOTV (TV) shift from Ch. 6 to Ch. 11.

Tulsa — KRMG. Opposes KFSA Ft. Smith, Ark.; WKY Oklahoma City.

OREGON

Albany — KWIL. Opposes DuMont. Revises own May 7 comments to request Ch. 4, affecting 11 cities in Ore., Wash., Calif. and B. C.

PENNSYLVANIA

Beaver Falls—WBVP. Opposes joint comment of WERE, WHK, WGAR and WJW Cleveland; and WCAE and WJAS Pittsburgh.

DuBois—WCED. Opposes "Cleveland Plan" of WERE, WHK, WGAR and WJW Cleveland.

Erie—WICU (TV). Opposes WERC Erie.

Lebanon — WLBR. Opposes WHUM Reading.

Lancaster—WGAL-TV. Will oppose any adverse proposal put forth by WTTM Trenton, N. J., or by WEEX (FM) Easton, Pa., both applicants for Ch. 8 in their cities.

Lancaster — WLAN. Opposes WIP, Chamber of Commerce, WIBG and City of Philadelphia.

Philadelphia—Board of Public Education. Opposes commercial radio companies requesting another commercial VHF allocation.

Pittsburgh—WCAE. Opposes WBVP Beaver Falls, Pa.; WJPA Washington, Pa.; jointly WERE, WHK, WGAR and WJW Cleveland; CBS; WSTV Steubenville, Ohio; WCKY Cincinnati; WEDO McKeesport, Pa.

Pittsburgh—WWSW. Opposes WEDO McKeesport, Pa.; WLOA Braddock, Pa.

RHODE ISLAND

Providence — WJAR-TV. Opposes CBS; DuMont; WTAG Worcester, Mass.; WHDH Boston; WTIC Hartford; WHYN Holyoke, Mass.

SOUTH CAROLINA

Columbia — WIS. Opposes DuMont; WBML and WMAZ Macon; WORD Spartanburg, S. C.

Columbia—WMSC. Opposes WMAZ Macon, Ga.; WBML Macon; WORD Spartanburg, S. C.

Columbia—WNOK. Opposes WORD Spartanburg; WMAZ and WBML Macon, Ga.; DuMont.

Greenville—City Schools. Asks that channels be reserved for accredited institutions on non-profit basis.

TENNESSEE

Chattanooga — WDOD. Opposes DuMont.

Chattanooga — Tri-State Television Corp. Opposes DuMont.

Johnson City—WJHL. Opposes WRFC Athens, Ga.; DuMont.

Nashville—WKDA. Opposes WHUB Cookeville, Tenn.

Nashville — WSM-TV. Opposes DuMont.

TEXAS

Beaumont—Lufkin Amusement Co. Opposes KTRH and KXYZ Houston; DuMont; South Texas TV Co., Houston.

Breckenridge—Oil Belt Television Co. Opposes KLIF Oak Cliff, Tex.

Brownsville—KBOR. Opposes KGBS Harlingen; McAllen Television Co., McAllen; KRGV Weslaco.

Dallas—KLIF. Opposes WFAA Dallas; East Texas TV Co., Longview; KFBI Wichita, Kan.; KANS Wichita; KTRH, KXYZ and South Texas TV Co., Houston; KRRV Sherman; KSTB Breckenridge; DuMont.

Houston—KPRC-TV. Opposes WWL New Orleans; KTRH and KXYZ Houston; WMPS and WREC Memphis; South Tex. TV Co., Houston; KGBS Harlingen; WJDX Jackson, Miss.; KRGB Weslaco; KRRV Sherman; DuMont.

Houston—South Texas Television Co. Opposes DuMont.

Longview—East Texas Television Co. Opposes KFRO Longview.

Lufkin—KTRE. Opposes East Texas Television Co., Longview.

Lufkin—Julius M. Gordon & Assoc. Opposes East Texas Television Co., Longview; KLIF Dallas.

McAllen—McAllen Television Co. Opposes KRGV Weslaco.

San Antonio—KMAC. Opposes Lack's Stores Inc., Victoria, Tex.

San Antonio—Texas State Network. Opposes Lack's Stores Inc., Victoria.

Sherman—KRRV. Opposes DuMont. Asks allocation Ch. 10 to Sherman-Denison.

Sherman—Red River Valley Pub. Co. Opposes DuMont. Asks allocation Ch. 10 to Sherman-Denison.

Sherman — Sherman Television Co. Opposes KFRO Longview.

Temple—KTEM. Opposes DuMont.

Tyler—KGKB. Opposes KLIF Oak Cliff (Dallas) in part.

Victoria—Lack's Stores Inc. Opposes DuMont. Asks allocation Ch. 12 to

(Continued on page 79)

Has 49 Left

THE afternoon of June 10 was a quiet one. Mrs. Millard O. Johnson of Lansing, Mich., decided to search for four-leaf clovers just for luck. She found 50. Next day, a WILS Lansing quizmaster phoned. Mrs. Johnson was able to answer the question and won a jewelry set and a waffle iron. Now her neighbors are out searching for more of those four-leaf clovers.

allied arts

JULIE A. REILEY, section assistant RCA Custom Record Advertising, appointed advertising coordinator of RCA Victor's Custom Record Sales Division, where she will continue to report to **BENNETT S. ROSNER**, division advertising manager. Miss Reiley's earlier associations include the *Young Hawaii* magazine and the publications division of the *Honolulu Star-Bulletin*.

ALEXANDER B. MOTENKO, transcription and record manufacturing division manager, Muzak Corp., N. Y., elected vice president of corporation. Before his affiliation with Muzak last October, Mr. Motenko was a vice president of Children's Press Inc.

JAMES MELTON Enterprises has acquired suite of offices at 300 Park Ave., N. Y., to take care of many commitments involved in producing the NBC-TV *Ford Festival*, which stars James Melton (Thurs., 9-10 p.m.). In addition other enterprises, such as the Melton Museum in Norwalk, Conn. and the Melton concert tours, will be handled out of this office.

JACK SCHERTZ appointed vice president in charge of national television sales and distribution for Hyperion Films Inc., N. Y. He was with Starlane Productions.

EDWARD LINZELL, choirmaster and organist of Society of the Free Church of St. Mary the Virgin, signed by Associated Program Service, N. Y. He will record favorite hymns of all faiths. **DENNY VAUGHAN**, British singer-pianist-arranger, also signed by APS.

WHITNEY ELLSWORTH, New York editor *Superman* comic books in Hollywood for conferences with **BERNARD LUBER** and **ROBERT MAXWELL**, heads of Superman Inc., on TV series by that title to be produced starting in July.

RUDI FELD, art director, to Snader Telescriptions Corp., Beverly Hills, Calif., as technical consultant.

PAUL IVANO named chief cameraman on weekly syndicated 15 minute *Hollywood Newsreel* by Erman Pessis & Associates, Hollywood.

ATLAS TELEVISION Corp., N. Y., moves to new offices at 15 W. 44th St.

WANDA SQUIRES, program director KWBR Oakland, opens publicity office at 785 Market Street, S. F. Telephone number is YUkon 6-3962.

WILLARD P. V. VOORHEES named vice president for sales of TV-Progcamu Inc., 350 Fifth Avenue, N. Y., the firm announced last week.

ALICE JOAN HEINECKE, daughter of **PAUL HEINECKE**, president SESAC, joins organization as executive assistant, following her graduation as radio, speech and dramatics major from Russell Sage College, Troy, N. Y.

Equipment . . .

ALBERT J. ROSEBRAUGH, sales manager of radio Philco Corp., Phila., named manager of distribution for company. **JOHN J. MORAN** succeeds Mr. Rosebraugh as sales manager of radio. **JOHN L. UTZ** appointed special television representative for company.

HOWARD L. LETTS, controller of record department RCA, appointed assistant manager of department.

THOMAS B. JACOCKS, manager of General Electric Atlantic district, appointed special representative for tube division, with headquarters in Washington, D. C.

TELE KING Corp., N. Y. will sell "specially designed and tropicalized TV sets" in Brazil through Brazilia Importadora E. Imobilaria Ltd.

CARL DUFFY, northern California service manager Packard-Bell Co., L. A., named service division manager for entire company, replacing **THOMAS L. STEVENS. BOB CLARK**, Mr. Duffy's assistant, succeeds Mr. Duffy. Mr. Stevens has been appointed Los Angeles distributor for company.

ALTEC LANSING Corp., Beverly Hills, Calif. announces new amplifier system designed for use in home music systems, consisting of A-433A preamplifier and A-333A power amplifier. Both units are small and compact.

Technical . . .

BILL TAYLOR to engineering staff WMBM Miami Beach, Fla. He was with WBBW Youngstown, Ohio.

ANDREW JACKSON to WAAM (TV) Baltimore, as technician.

TED KUDELKO, assistant chief sound technician WBBM Chicago, and **LUDMILLA BRKSA**, mail room assistant WBBM, married June 2.

J. H. FRISHETTE, video engineer NBC Chicago, recalled to Navy.

CHUCK OSTLER, engineer WLS Chicago, father of Josephine, his sixth child.

FRANK LEE, engineering staff WLAW Lawrence, Mass., resigns due to ill health.

JOHN BRAISLIN, performer-cameraman KLAC-TV Hollywood, recalled to active army duty.

JAMES MORRISON, engineer KLAC-TV Hollywood, recalled to active army duty.

DONALD BENTROTT named transmitter engineer KSWI and KFMX (FM) Council Bluffs, Iowa, replacing **ALVIN BRUNSEN**, called into service.

JOHNSON CITES
Radio Plea to Legislators

OPPORTUNITY for broadcasting to bring Americans in closer touch with their national legislators was found in the June 6-7 broadcasts on WOL Washington by Jap Lucas, head of Jap Lucas Hardware Store, Athens, Tex., by Sen. Lyndon B. Johnson (D-Tex.).

Writing to Mr. Lucas in connection with his broadcasts directed at Senators and Representatives [BROADCASTING • TELECASTING, June 11], Sen. Johnson said, "I have long felt that there is a great need in this country for a method of publicizing the views of individual Americans. Perhaps you have found the solution."

Mr. Lucas, a former state legislator, paid card rates for WOL Class A time. He wired every U. S. Senator and Representative in advance that he would be heard on the station, via tape recordings, in opposition to the Federal Reserve Board's Regulation W.

CANADA RATINGS
American Shows Top List

NINE of the 10 leading evening network programs heard in Canada during May were of American origin, according to national ratings report of Elliott-Haynes Ltd., Toronto, released June 9. Leading 26 evening network shows were: *Charlie McCarthy* with a rating of 30.7, *Radio Theatre*, 28.2; *Our Miss Brooks*, 26.1; *Amos 'n' Andy*, 24.7; *Twenty Questions*, 20.4; *My Friend Irma*, 19.4; *Suspense*, 19; *Aldrich Family*, 18.7; *Ford Theatre*, 18.2 (Canada program), and *Great Gildersleeve*, 18.2.

Daytime American network shows were in the top five places out of 16 heard on Canadian stations: *Ma Perkins*, 16.6; *Big Sister*, 16.3; *Pepper Young's Family*, 15.5; *Right to Happiness*, 14.3, and *Aunt Lucy*, 13.7.

Of 19 French-language evening programs during May, leading five were *Un Homme et Son Peche*, 29.3; *Metropole*, 28.8; *La Pause Qui Rafraichit*, 27.1; *L'Epevier*, 25.2, and *Radio Carabin*, 24.9. Of 16 French-language daytime programs, the leading five were *Rue Principale*, 26; *Jeunesse Doree*, 24.7; *Grande Soeur*, 24.2; *Mame Jeanne*, 23.5, and *Tante Lucie*, 22.3.

AWRT IN N.Y.
Local Chapter Organized

APPROXIMATELY 150 members of the metropolitan New York chapter of American Women in Radio & Television met last Monday at the Brass Rail Restaurant to elect officers and organize the first local chapter.

Margaret Cuthbert, supervisor of public affairs programs for NBC, was elected president. Agnes Law, CBS librarian, became first vice president, and Helen Hall (Barbara Welles on WOR) was elected second vice president. Margaret Waddell, Greeting Card Assn., is secretary-elect, while Pat Meikle, star of *Magic Cottage* on DuMont, was chosen treasurer.

National executive secretary Betty Chapin, was introduced to the members, and National President Edythe J. Meserand, of the WOR-AM-TV news and special events department, spoke on behalf of the national organization.

WATERBURY
enjoys waking up to
Bob Stewart's
"HIT THE DECK"
Mornings, 7 to 9

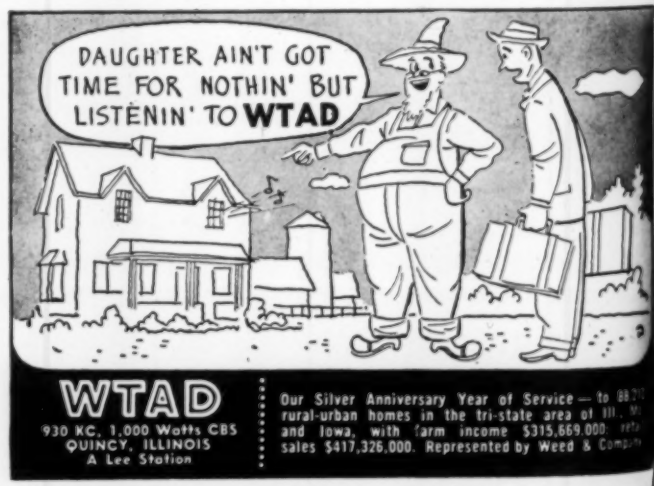
The New Pulse * shows Bob an overwhelming favorite among Waterbury listeners for every 15 min. period he's on the air.

Bob's selling milk and gasoline, bread and jewelry, frankfurters and millinery, beer and men's clothes, mayonnaise and kiddies' clothes.

What can he help you sell to Waterbury's 30,000 radio homes?

* Ask Avery-Knodel for the whole Pulse story on Waterbury.

WBRY
5,000 WATTS
CBS in Waterbury, Conn.



WTAD
930 KC, 1,000 Watts CBS
QUINCY, ILLINOIS
A Lee Station

Our Silver Anniversary Year of Service — to 88,700 rural-urban homes in the tri-state area of Ill., Mo. and Iowa, with farm income $315,669,000, retail sales $417,326,000. Represented by Weed & Company

Allocation Replies

(Continued from page 77)

Victoria rather than San Antonio.

Wichita Falls—KFDX. Oppose KFBI and KANS Wichita, Kan.; DuMont.

Wichita Falls—KTRN. Opposes DuMont.

UTAH

Salt Lake City — KALL. Opposes KOAL Price, Utah; Uncompaghre Bcstg. Co., Tooele, Utah; Oquirrh Radio & Television Co., Tooele.

Vernal — KJAM. See KFKJ Grand Junction, Col.

VIRGINIA

Bristol—WCYB. Opposes DuMont.

Norfolk—Beachview Bcstg. Corp. Opposes WGH Newport News.

Petersburg—WSSV. Opposes WRVA Richmond; WCHV Charlottesville; DuMont. Asks retention Ch. 8.

Richmond—WTVR (TV). Opposes DuMont; WTOB and WSJS Winston-Salem, N. C.; **WXGI** Richmond and WKYW Louisville, Ky.

WASHINGTON

Bellingham—KVOS. Opposes alternate proposal of KWLK Longview; proposals of KOMO, KJR and KIRO Seattle.

Seattle—KING-TV. Opposes KWLK Longview, Wash., and KWIL Albany, Ore., both with proposal that would shift KING-TV from its present Ch. 5.

Seattle — KOMO. Opposes KWLK Longview; KVOS Bellingham. Seeks addition of Ch. 2.

Tacoma—KTNT(FM). Opposes KGY Olympia.

WEST VIRGINIA

Clarksburg—WBLK. Opposes WHIZ Zanesville, Ohio; WSVA Harrisonburg, Va.; Ohio State U., Columbus.

Clarksburg — WPDX. Opposes Ohio State U.

Huntington—WHTN. Opposes WSAZ-TV Huntington; WCKY Cincinnati; DuMont; WSVA Harrisonburg, Va.; Ohio State U. (WOSU), Columbus, Ohio.

Wheeling—WKWK. Opposes WCAE, KDKA, KQV and WJAS Pittsburgh; DuMont; WJPA Washington, Pa.

Wheeling—WWVA. Opposes DuMont; WSTV Steubenville, Ohio; WJPA Washington, Pa.; KDKA, KQV, WCAE and WJAS Pittsburgh.

Wheeling—Tri-City Bcstg. Co. Opposes KDKA, WCAE and WJAS Pittsburgh; WSTV Steubenville, Ohio; and WJPA Washington, Pa.; DuMont.

Williamson — WBTH. Opposes DuMont.

WISCONSIN

Green Bay—WJPG. Opposes WEMP, WFOX, WISN Milwaukee; WGRD Grand Rapids, Mich.; WBBM Chicago.

Madison — WKOW. Opposes WISC Madison.

Milwaukee—WISN. Opposes WGRD Grand Rapids; WQUA Moline, Ill.; CBS.

Milwaukee—WTMJ-TV. To participate in regard to DuMont and WQUA Moline, Ill., comments.

Milwaukee — Mayor. In reply to WFOX and WISN Milwaukee, supports preservation of Ch. 10.

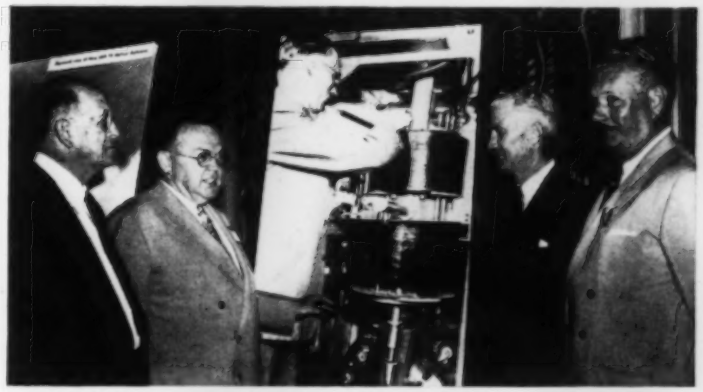
WYOMING

Laramie—W. M. Mallory, engineer, requests assignment of Ch. 3 or 5.

GENERAL ELECTRIC's "Achievements in Television" dinner meeting June 7 at Washington's Hotel Statler for FCC members and consulting engineers provided more than a good time for some 140 guests, including GE representatives. GE unveiled new VHF and UHF transmitting and station equipment, as well as progress report showing prospects in very near future for full 200-kw UHF operation at costs less than VHF [BROADCASTING • TELECASTING, **June 11**]. **FCC members present were Chairman Wayne Coy, Comrs. Rosel H. Hyde, George E. Sterling, Paul A. Walker and E. M. Webster.**

Top photo—Studying copy of progress report are (l to r): Robert Brown, manager, Electronics Dept., GE's Washington office, and emcee of dinner meeting; George Metcalf, manager, GE Commercial Equipment Div.; Consulting Engineers Frank McIntosh, T. A. M. Craven, George Davis and James McNary.

Bottom photo—Learning facts of life about klystron tube, heart of GE's new 12-kw UHF transmitter, are (l to r): FCC Comr. Walker; C. A. Priest, manager of engineering, GE Commercial Equipment Div.; FCC Comr. Hyde; P. L. Chamberlain, GE sales manager. Figure on poster inspecting klystron is GE's H. M. Crosby, UHF transmitter engineer.



CLARK SUITS

Settled By L. A. Court

SETTLEMENT for $6,500 has been made in four damage suits originally totalling more than $2 million and resulting from an October 1949 airplane crash in Los Angeles, in which Buddy Clark, singer, was killed and other radio personalities were injured.

Approval of a $3,500 settlement of the suits brought by Mr. Clark's first wife, Mrs. Louise H. Hughes, was made by Los Angeles Superior Court Judge Frank G. Swain. She had sued on behalf of her two minor children, Thomas and Katherine. Mrs. Nedra Clark Brocoli, widow of Mr. Clark and since remarried, receives $1,000 under the settlement. Sam Hayes, radio newscaster and his former wife, Sally, passengers in the plane, get $1,000 between them. Jennings Pierce, general manager, KMED Medford, Ore., and NBC Western Division station relations director at the time of the crash, and Frank A. Berend, NBC Western Division sales manager, also passengers, will divide $1,000.

No insurance was carried on the airplane involved in crash.

PROMOTION BONUS FOR SPONSORS...
FOUR EXTRA SHOTS FOR EXTRA SALES!

1 CAR CARDS
2 24-SHEET BILLBOARDS
3 WINDOW DISPLAYS
4 DIRECT MAIL
YOUR MARKET

CAR CARDS with sponsor credit appear throughout the year and cover the entire city.

24-SHEET BILLBOARDS blanket the complete Philadelphia Market area, promoting WIBG programs.

WINDOW DISPLAYS of sponsor's products face directly on Walnut Street—downtown—the only such display on this busy thorofare.

DIRECT MAIL goes out regularly to selected dealer lists. Hard-hitting broadsides promote sponsor's campaign and urge store cooperation.

10,000 Watts Philadelphia's Most Powerful Independent

WIBG

REPRESENTED BY Radio Representatives Inc.

In the WLS tradition...
PROFITABLE
Afternoon Programming
(see inside front cover)
WLS CHICAGO 7
Clear Channel Home of the National Barn Dance

AD COUNCIL PLANS
'Year of Rededication'

PLANS for national and local community celebrations inaugurating a "Year of Rededication" starting July 4, 175th anniversary of the Declaration of Independence, were announced by The Advertising Council at a radio-press meeting in New York last week.

In cooperation with a U. S. Commemoration Commission, headed by Chief Justice Fred M. Vinson and The American Heritage Foundation, the Council plans an extensive campaign. A special TV kit with slides, posters and other visual materials illustrating the theme, "Now Freedom Needs You," will be sent to the 107 TV stations and the four networks. Under the Council's regular Radio Allocation Plan, it has allocated weeks of network radio time to the campaign's promotion.

Sylvania Expands

SYLVANIA Electric Products Inc.'s Radio and Television Div. plans to increase its Buffalo manufacturing space by about 25% to cope with a $20 million backlog of defense orders, it was reported last week. The division's total plant space at Buffalo now is about 400,000 square feet. About 15% of its present production is for defense, and executives estimate that by the end of the year the defense production figure will be up to 25%.

Adequate advertising

helps business manufacture more customers at low cost.

Your advertising in Printers' Ink tells the leading **buyers** of advertising how **your station** can help them manufacture more customers in **your market**— at low cost.

New Business

(Continued from page 18)

Today, Sat. 10 to 10:15 a.m. on ABC replacing *Quick As a Flash*. Agency: Cecil & Presbrey Inc., N. Y.

AMERICAN VITAMIN Assn. Inc., L. A. (Thyavals and Orvita vitamin products), June 18 start *Breakfast Gang* on full Don Lee network (45 stations) Mon.-Fri., 7:15-7:30 a.m. (PDT). Contract for 13 weeks. Agency: The Counselors, L. A.

KELLOGG CO., Battle Creek (cereals), renews 5:30-5:45 Tues. and Thurs. segments of *Howdy Doody Show* over NBC-TV, for 26 weeks starting Sept. 4. Agency: Leo Burnett Co., Chicago. **WANDER Co.**, Chicago (Ovaltine), through Grant Adv., same city, renews for 52 weeks 5:45-6 Wed. period of show, effective last Wednesday, in period vacated by **INTERNATIONAL SHOE** for eigh week summer interval. International Shoe will sponsor the 5:45-6 portion Fri. starting Aug. 10.

GENERAL FOODS, N. Y., effective July 2 will sponsor first 15-minute segment of *Breakfast Club* Mon., Wed., and Fri. on ABC for Jell-O. Young & Rubicam, N. Y., is agency.

Appointments . . .

SAN LUCE Inc., San Diego (Tigerglas Fishing Rods), and **LAWTON SCHOOL FOR MEDICAL & DENTAL LABORATORY ASSISTANTS**, L. A., name Vick Knight Inc., L. A., to handle advertising. Both accounts contemplate using spot radio-TV starting in about 90 days.

ALPERT'S CHEESES of ALL NATIONS, N. Y., appoints William Wilbur Adv. Inc., N. Y., to handle advertising. Intensive promotion campaign planned in all media. **Trudy Richmond** is account executive.

DUO-WHITE Co., division of Chattam Labs., Whippany, N. J., names the recently affiliated W. Earl Bothwell Inc., N. Y., and Hamilton Adv. Agency, Chicago, to handle its advertising for Duo-White Bleach. Account has been handled through Hanly, Hicks & Montgomery, N. Y. Radio and TV campaign currently being used.

NOPCO CHEMICAL Co., Newark, names Franklin Fader Co., Newark, to handle advertising for its vitamin division.

HILSOM Corp., distributor of Armour's new dietetic meat products, N. Y., names Hilton & Riggio, N. Y., to handle its advertising. Media plans are being set.

ALBERT EHLERS, N. Y., producers of coffee, tea and spices, names Erwin, Wasey & Co., N. Y., to handle its advertising, effective July 1.

Adpeople . . .

HOWARD W. ULLMAN, vice president and general manager Red Top Brewing Co., Cincinnati, elected president of company. **ALAN C. THURSTON** appointed executive vice president.

ROLPH STODDARD, regional sales promotion manager for Crosley division of AVCO, resigns to become district manager for California Electric Supply Co., S. F.

ANTON W. BONDY, Kenyon & Eckhardt, N. Y., to Lever Bros. Co., same city, as assistant media director in advertising department.

KASPER-GORDON
Firm Marks 21st Year

KASPER-GORDON Inc., Boston, Mass., reportedly the oldest and one of the largest producers of transcribed radio programs in America, is celebrating its 21st year in the transcription business with a special offer to small market stations, plus the release of four new transcribed syndicated shows.

New programs were listed as, *Today's Song—Today's Thought, The Fur Fashion Parade, Radio On Call*, and *The Adventures of Sunny Bear*.

In Public Interest

(Continued from page 20)

conducted by WDRC Hartford, Conn., June 13. Listeners phoned in their contributions and their recorded conversations with Jack Zaiman, president of the WDRC Needle Club, were aired on a program. Club holds an annual drive for funds for Camp Courant, operated by the *Hartford Courant*.

* * *

Bloodmobile Visit

WLDS Jacksonville, Ill., taped a special program to promote the Bloodmobile visit to that city and to urge listeners to donate a pint of blood. Station sent its disc jockey, Rex Stein, through the blood line, while Program Manager Ted Fairburn described the routine. Program was played later on Mr. Stein's request program. Local American Red Cross chapter expressed enthusiasm over program and requested tape to play at district meetings.

* * *

Hospital Appeal

RADIO again proved fastest means of communications recently when WERI Westerly, R. I., appealed for special type blood for an emergency case involving a girl suffering severe hemorrhages. Station received call from Westerly Hospital at 11:25 a.m., made first appeal at 11:30 a.m. and the hospital had its first donor five minutes later. Within an hour 20 persons with that type blood had responded. Hospital officials attributed all responses to WERI listeners.

NATIONAL NIELSEN RATING TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes—and including Telephone and Non-Telephone Homes)

EXTRA-WEEK
APRIL 29-MAY 5, 1951
EVENING, ONCE-A-WEEK
NIELSEN-RATING

Current Rank	Program	Current Rating	Homes
1	Lux Radio Theatre		
2	Jack Benny Show		
3	Charlie McCarthy Show		
4	Godfrey's Talent Scouts		
5	Walter Winchell		
6	My Friend Irma		
7	Gangbusters		
8	People Are Funny (Tue.)		
9	Bob Hawk		
10	Gene Autry		

Copyright 1951 by A. C. Nielsen Co.

air-casters

MACKIE QUAVE named production manager WIS Columbia, S. C. **SAM ZURICH** named program operations manager.

FRED OGINZ, continuity department WSVS-AM-FM Crewe, Va., named head of promotion department. **FRANK WATKINS** appointed director of continuity department. He was with WFTR Front Royal, Va. **DON GREEN,** teletranscriptions film editor DuMont, to WSVS as announcer.

ARNOLD SNYDER, director of news WTTM Trenton, appointed director of promotion and publicity WNJR Newark.

R. W. (Bob) HARRIS appointed program director KOL Seattle, replacing **BILL GRIFFITHS,** now with KYA San Francisco.

EDWARD WALLIS, assistant program director WIP Philadelphia, appointed director of sales promotion and public relations. **VARNER PAULSEN,** production director, replaces Mr. Wallis. **ROBERT LAURENCE,** continuity department, appointed to newly created post of program coordinator.

JOHN ZAHN, appointed program director KPRO Riverside, Calif. **PAUL NISH** named to traffic department replacing **BETTY RUSSO,** resigned. **BARBARA ANDERSON** and **SHAREN LANMAN** to record library.

JACK DONOHUE, film and dance director, signed to long-term contract with CBS effective immediately.

FRANK ALLAN appointed program director-announcer WEAV Plattsburg, N. Y. He was with WREN Topeka, Kan.

ISAAC IRVING KLEINERMAN, general assistant to vice president in charge of production RKO-Pathe, appointed to recently established NBC documentary film unit and will serve as film editor for unit's first project, a history of the U. S. Navy in World War II. He will report to **HENRY SALOMAN Jr.,** producer in charge of Navy project.

AL LAPIN Jr., executive GAM Productions, Hollywood, to KLAC-TV same city, as producer of *Joe Grayson Show.*

KENNETH G. BARTLETT, director of radio and television center Syracuse U., appointed to newly created post of dean of public relations. Dean Bartlett has been very active in radio eduaction for many years.

GEORGE WELLS, announcer WKAN Kankakee, Ill., appointed program director KFBI Wichita Kan. **BOB CONRAD** to WKAN, as summer replacement.

CHARLES RAY, announcing staff KTIJ Shreveport, La., to LBS, in same capacity. He will serve with KLIF Oak Cliff, Texas.

FRANK R. PIERCE to production staff WNAC Boston. He was with WMOG Brunswick, Ga.

MAURICE HART, disc emcee KFWB Hollywood, signed to do voice-dubbing for George Pal Productions film, *When Worlds Collide,* released through Paramount Pictures.

WAYNE CODY, disc jockey WIP Philadelphia, to KALL Salt Lake City, in same capacity.

LOOKING over his first assignment as sports director, Dick Baker (r) discusses the nature of his assignment with Allen L. Haid, managing director of WSAI Cincinnati. Mr. Baker, a lawyer by profession and a sports enthusiast by hobby, will broadcast a 15-minute sports program five times weekly on WSAI. Not new to radio by any means, Mr. Baker has taken part in dramatic work with several stations in Cincinnati and during his Army days set up a radio station in a G.I. hospital.

MARC HOFFMAN, WPAY Portsmouth, Ohio, to announcing staff WCSI Columbus, Ind.

HENRY LEWIS named staff announcer WKBS Oyster Bay, N. Y.

MIKE WALLACE, Chicago radio and TV personality, signed to "long-term" CBS contract and cast in interviewer-narrator role in new program, *Meet the People,* slated to start on CBS-TV June 18 (Mon.-Wed.-Fri., 3:30-4 p.m.).

MIKE McMANUS to announcing staff CKSF Cornwall, Ont.

DICK ASHBY named to announcing staff WMAZ Macon, Ga. He was with KHJ-AM-TV Hollywood.

TOM EDWARDS named to announcing-disc jockey staff WERE Cleveland. He was with KICD Spencer, Iowa.

HAROLD ABRAMSON, KWOS Jefferson City, Mo., to commercial continuity staff KSWI and KFMX (FM) Council Bluffs, Iowa.

BETTY WILCOX, accounting supervisor, KECA Hollywood, named assistant auditor to **JOHN WAGNER.**

KLEM WALTERS, staff announcer WHWL Nanticoke, Pa., to WEAB Allentown, Pa., in same caapcity.

RICHARD McDONOUGH, stage manager KNBH (TV) Hollywood, named to director.

PAUL E. KLANAVAN, disc jockey and announcer WTRY Troy, N. Y., appointed chief announcer and disc jockey. **VERN COOK,** WGY Schenectady, to WTRY, on announcing staff.

NORMA KENWORTHY, graduate West Virginia U. School of Journalism, and **JO ANN HERRING** to continuity department WCAW Charleston, W. Va. **HELEN EADES,** continuity department, resigns.

JAMES MANDULAY, administrative accountant Lockheed Aireraft Corp., named TV production analyst, a new division of ABC Hollywood accounting department.

ALFIE HARRIS appointed copywriter CKEY Toronto.

BILL FALKNER, CHML Hamilton, and **MAC THOMAS,** CJKL Kirkland Lake, to announcing staff CKFH Toronto.

RENEE IOSET, secretary to **PAUL PALANGI,** personnel director WDTV (TV) Pittsburgh, and Edward Johnson Jr., married.

TONY MARTA appointed sales promotion manager WEBC Duluth, Minn.

IGNACE STRASFOGEL appointed music director WABF New York. Mr. Strasfogel was assistant conductor of the New York Philharmonic-Symphony Society.

JAN CURETON returns to continuity department WIS Columbia, S. C., replacing **BETTY CAMPBELL,** resigned. **JAMES D. POAG Jr.** named to continuity staff. **NORMA SHEALY** to WIS as receptionist.

NANCY OSGOOD, director of women's program WRC Washington, elected first vice president of Women's National Press Club. **CURTIS PRYOR** named to night program staff. **VIRGINIA ALLEN** to traffic department. **HOLLIS WRIGHT,** announcer elected president of Washington AFRA chapter.

News . . .

BOB ENGEL, staff WSRS Cleveland, appointed news director, in charge of all news and special event programs.

TED HAAS, KOIL Des Moines, to news and special events staff WRC Washington.

JOHN B. KENNEDY, noted news commentator, began Mon. through Fri., news analysis and commentary show on WXEL (TV) Cleveland June 4.

MAX ROBY Jr., director of news KSL-AM-TV Salt Lake City, joins KNX and Columbia Pacific, Hollywood, as newscaster-writer.

DICK OBERLIN, news director WHAS-AM-TV Louisville, appointed consultant on fundamental education project for UNESCO in Mexico and France. Mr. Oberlin has been granted leave of absence from station. **BILL BOAZ** and **ALICE WATKINS** will take over his duties during his absence.

VICTOR BEST, professor in radio division Boston U., appointed news and special events supervisor for summer at WCSH Portland, Me.

ROD BELCHER, sportscaster KMO Tacoma, to KOL Seattle, as sportscaster.

GEORGE BROOKS, KDIX Dickinson, N. D., named news and special events director KFGO Fargo, N. D., replacing **FRANK P. SANDERS,** now with WWVA Wheeling, W. Va.

BILL GIVENS, farm director WGY Schenectady, appointed agricultural director KYW Philadelphia.

GEORGE GRIMM, newscaster WCCO Minneapolis, on six-week trip to Korea and Far East, where he will act as foreign correspondent for *Minneapolis Morning Tribune.* He will also send home taped interviews from Alaska, Japan and Korea for use twice weekly on his program. This is his second trip to Korea since the outbreak of the present conflict.

ROBERT FERRIS, news editor KJR Seattle, to KFWB Hollywood, as newscaster-writer.

JACK ZEILLMANN, WOPI Bristol, Tenn., appointed sports director WCAW Charleston, W. Va.

Exclusive of the Rock Island Arsenal, employment in Quad-City manufacturing industries has passed 1943's previous high by 5,067. *Industrial employment now totals 53,156.* Quad-Cities is the home of *233,012* people . . . over *300* manufacturing firms.

WHBF is the influential home-town station with the coverage and the impact to deliver sales at a profit in the big, unified market.

KSWM
JOPLIN, MO.

REACHES 446,600 PERSONS WHO SPEND... $285,550,000 ANNUALLY IN TOTAL RETAIL SALES!

* This map shows airline miles to the nearest large cities, assuring complete CBS service to the great Joplin, Mo. district.

Now in its *fifth year* of service, KSWM is an integral part of all community affairs and activities.

KSWM
Austin A. Harrison, President
CBS in JOPLIN, MO.
Nationally Represented by WILLIAM G. RAMBEAU CO.

book reviews

ELEMENTS OF TELEVISION SYSTEMS, George E. Anner, Prentice-Hall Inc., 70 Fifth Avenue, New York 11, N. Y., 804 pp., $10.35.

THIS text, published June 11, is for advanced students only. It begins with a study of closed systems, those that rely upon cable connections between sending and receiving apparatus.

In this way the basic problems of any video system can be studied independently of the problems associated with broadcasting the signal by radio.

In the second part of the book, the point of view is expanded to include compilations introduced by using a radio link in place of interconnecting cables.

The final part of the book is concerned with methods of superimposing color perception on a system which is "inherently color blind."

TELEVISION AND FM ANTENNA GUIDE. By Edward M. Noll and Matthew Mandl. The Macmillan Co., 640 Fifth Ave., New York 11. 311 pages. $5.50.

PRIMARILY for set-owners, this book thoroughly covers all types of antennas and instructs in their best use. First part of the book deals with antenna principals and the second part is a handy reference guide, enabling the owner, or possibly a TV serviceman, to turn directly to the particular type of antenna or installation procedure on which information is desired.

WWDC

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Now represented nationally by

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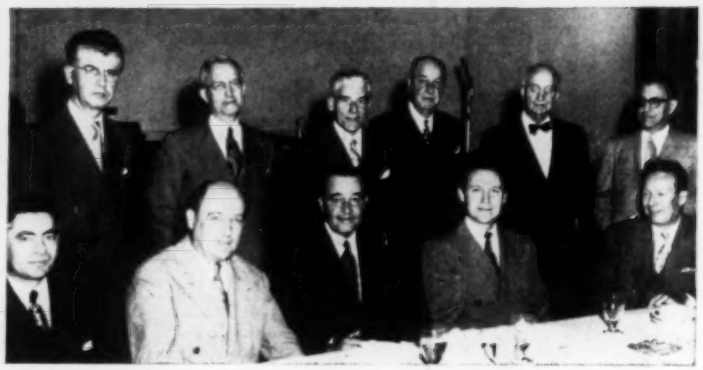


OFFICERS AND DIRECTORS of Radio-Television Mfrs. Assn., at annual membership luncheon in Chicago June 7, seated (l to r): Arie Liberman, Talk-A-Phone Co., vice president-director; John W. Craig, Crosley Division, vice president-chairman Set Div.; Leslie F. Muter, Muter Co., treasurer; President Glen McDaniel; Robert C. Sprague, Sprague Electric Co., past president and chairman of board. Standing, James D. Secrest, RTMA general manager-secretary; Max F. Balcom, Sylvania Electric Products, past president-director; A. D. Plamondon Jr., Indiana Steel Products Co., vice president-director; W. J. Barkley, Collins Radio Co., vice president-director; John W. Van Allen, general counsel; Dr. W. R. G. Baker, General Electric Co., director RTMA Engineering Dept.

AWARD FOR SERVICE to Radio-Television Mfrs. Assn. presented to Robert C. Sprague (l), retiring president and now board chairman, by RTMA Treasurer Leslie F. Muter, Muter Co.

COURT ACTION

Poised for 20th Century

A JUDGMENT requiring Twentieth Century-Fox Film Corp. to separate domestic theatre operations from the film production and distribution business was presented for entry in Federal District Court in New York June 7.

Consent of the Dept. of Justice to the judgment against the firm and its wholly-owned subsidiary, National Theatres Corp., which are defendants in government anti-trust action against eight motion picture concerns, was announced June 1 by Atty. Gen. J. Howard McGrath. It is similar to one evolved for Paramount Pictures.

Twentieth Century-Fox has been a principal in theatre television and also had filed applications for TV stations. The firm withdrew five applications for stations in January 1950, announcing that it would concentrate instead on theatre television.

Additionally, 20th Century-Fox was a principal in the discussions involving offers for the sale of ABC late in 1948 and 1949.

TRAVEL TIME

WOW Farm Tour Goes East

IT'S TRAVEL time again for WOW Omaha. Mal Hansen, station farm director, has announced the station is sponsoring a fourth annual farm study tour Sept. 13-29, which will be called "East Coast Farm Study Tour."

To be visited by 200 farmers will be processing plants, farms, agricultural schools and experimental stations near Detroit, Toronto, Quebec, Boston, New York, Washington, D. C., and Chicago. U. S. Dept. of Agriculture will be host at its Beltsville, Md., experimental farm projects.

Also on the agenda is a look at Niagara Falls, boat trip up the St. Lawrence River and historic landmarks in the various cities. Last spring, the third farm study conducted by WOW took in the "New South" and Cuba. Other tours have covered the West Coast, Western Canada, Mexico and visits to nine European countries.

WJLD MOVE

Asks FCC Reconsideration

WJLD Bessemer, Ala., which seeks to consolidate its AM and FM facilities at Homewood, Ala., pending disposition of its bid for a new outlet at Birmingham on 850 kc, has petitioned the FCC to reconsider an order requiring WJLD to choose which of the two proposals it wishes to prosecute or suffer dismissal of its AM-FM consolidation request.

FCC contends its rule banning multiple applications in the same area, in this case metropolitan Birmingham, is being violated. WJLD argued the "spirit" of the rule, Sec. 1.364, is not being violated because its new station bid for 850 kc there declares the WJLD facilities would be disposed of in event of a grant. WJLD is assigned 250 w fulltime on 1400 kc at Bessemer.

Johnston Broadcasting Co., licensee of WJLD and WJLN (FM) Birmingham (Homewood), told the Commission the consolidation is necessary for economy reasons. FM losses were cited.

WJLD argued "there is nothing inconsistent between the application to move its present station within the Metropolitan area and the long pending application for 850 kc in Birmingham. . . . Petitioner is well aware from its past experience that irrespective of who is eventually given the 850 kc grant . . . it may still be years before any station on that frequency can be built and put into operation. Therefore, it is faced with a very serious practical question regarding its present AM and FM operations."

Comr. Rosel H. Hyde dissented from the Commission majority ruling to require choice between the two applications.

NBC Athletic Assn.'s annual outing will be held Aug. 18 at Blind Brook Polo Club, Purchase, N. Y. Watches will be awarded new members of NBC 25-Year Club and 10-20 Year Club members will be inducted. New officers of Athletic Assn., after their installation, will present prizes to winners of day's athletic competitions.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

programs promotion premiums

POST CARD PROMOTION

WTOP Washington sending trade and advertisers "handwritten" color post cards with different selling messages on each one. Station sending five different cards at interval of a few days. Typical messages reads like this: "Come to Washington—everybody else does! The Summer selling's fine! 1,333,000 visitors are spending $50,000,000 in the Capital this summer!"

BRIGHT GLOW

KDAL Duluth sending Griffin Shoe Polish dealers and jobbers shoeshine cloth with this statement printed on it: "Your customers will take a shine to Griffin Shoe Polish after hearing 5 Griffin spots weekly on KDAL. Polish up your profits . . . order today!" They were sent to some 950 dealers in the area.

RADIO DAY

WEIM Fitchburg, Mass., June 5 sponsored its second annual "Radio Club Day" for students from three local high schools. Students started early in the day under the guidance of station officials, participating in all phases of station operations. The 25 students who took part make up the WEIM Radio Club that meets once a week for instructions.

HELPING HAND

WATV (TV) Newark is engaged in cross-media promotion with Storecasting Corp. of America on behalf of their mutual sponsor, Westgate-Sun Harbor Co., which makes "Breast-O' Chicken Tuna." WATV's Ruth Bean on her *Shop, Look and Cook* demonstration weekly of the tuna mentions Storecast advertisement of same product, and Storecast announcements publicize the station's program.

TRIBUTE TO THE UNMARRIED

WNAR Norristown, Pa., June 4 celebrated "Old Maid's Day" for the third year. Station sponsored contest selecting the "Outstanding Old Maid" of the year, awarding winner gift. Station reports that celebration for the unmarried women of the community had spread to 24 states and England.

RADIO IS NOT LOST

WQUA Moline, Ill., June 6 ran full page advertisement in Davenport and Moline newspapers. Ad was headed "Don't be . . . TV Slaphappy . . . Relax . . . and listen to great radio entertainment. Piece pointed out that listeners would be traveling this summer and that radio is "the world's greatest medium of mass communication." Station reports that WQUA (in a TV market) just completed the biggest month in its history.

BRIGHT PROMOTION

KYW Philadelphia sending trade and advertisers brightly covered promotion piece headed "Needed; Readership studies . . . Is your ad read?" Piece points out that station carried same free offer that two local papers did for seven day period, outdistancing them greatly in responses. Promotion goes on to say "For each person who responded to a newspaper ad, 15 people responded to an announcement over KYW."

PROGRAM CITED

KGO-TV San Francisco, *Science In Action*, sponsored by American Trust Co., Thurs., 7-7:30 p.m. American Assn. of University Women, San Francisco branch, presented special citations to Dr. Robert C. Miller, director of California Academy of Sciences, producer of program; James K. Lochead, president of American Trust Co., sponsor, and Gayle V. Grubb, KGO-TV general manager. Program on occasion was moved from KGO-TV studios to California Academy's Hall of Science and studio audience witnessed production for first time.

BETTER VIEWING

SYLVANIA Electric Products Inc., Buffalo, ran full page ad in *The New York Times*, June 12, announcing new change in its sets to "relieve discomfort and fear of eye strain." Advertisement is headed "Sylvania has found the answer to greater TV viewing comfort." Company reports that new change will be limited to a few sets at first, slowly increasing until all are equipped with the new improvement.

BEAUTY WINNER

WFHR-AM-FM Wisconsin Rapids, Wis., sponsored the winner of the "Miss Wisconsin" contest, who will vie for the "Miss America" title in Atlantic City this year. The station's entry was the only contestant coming from a radio station that survived all elminations.

SUMMER SELLING

KMOX St. Louis, CBS O-&-O station, distributing three - color, heavy-stock promotion piece with the theme, "Summertime in KMOX-Land," directed at potential summer sponsors. It describes "KMOX-Land" as 73-county territory which spent more than $800 million last summer; this summer, it points out, St. Louis is filling $277 million in new defense orders, and more than three million vacationists in the Ozarks area are expected.

FIRE SCOOP

KPHO-TV Phoenix covered $50,000 fire minutes after it broke out. The fire—two blocks from the studios—was covered with camera at studio equipped with telescopic lens. Another camera was dollied up close to the blaze, shooting the firemen going into action, people who filled the streets and interviews. Station kept viewers well informed during the coverage.

BEAUTY CLINIC PIECE

KPIX (TV) San Francisco sends promotion sheet to trade publicizing *Your Beauty Clinic*, afternoon show featuring Corky Jones, S. F. model and TV personality. Blue-tinted sheet carries picture of Miss Jones with copy stating, "Here is a TV program that hits home with the women in the home. . . . And your sales story will hit home too if you are a participant. . . ."

ROLLING STUDIO

WJR Detroit's mobile unit spending part of each day in different locations of city, originating two programs daily. Visitors have opportunity to go through unit. Station laying special stress on traffic safety.

SALES FACTS

WOR New York has released a 12-by-16 inch, two page, yellow-and-black folder addressed to food manufacturers, wholesalers and distributors, detailing WOR sales accomplishments for the Hudson Pulp & Paper Corp., N. Y., on one page and listing its other advertisers on another. For Hudson, the folder says, WOR sold more products than any other medium it had ever used.

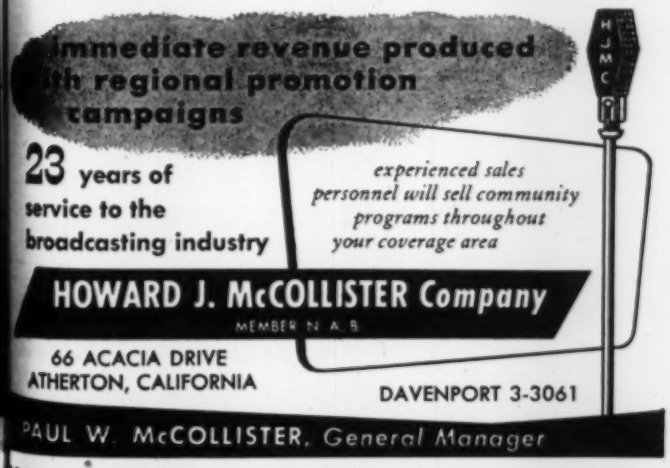
FARM SCHOLARSHIPS

KDKA Pittsburgh has awarded its 1951-52 "KDKA Agricultural Scholarships" to young agricultural students in Pennsylvania, Ohio and West Virginia. One of the winners was chosen to work with station's farm director during the summer to gain knowledge and actual practice in commercial farm broadcasting.

FLYING START

WXYZ-TV Detroit bringing new TV idea to Willow Run Airport, interviewing travelers arriving and leaving Detroit. Cameras are located strategically throughout terminal, showing take-offs and landings, plus visits with all important celebrities at airport. Show runs from 7 to 8:55 a.m., five times weekly. John Pival directs it, with Don Hallman as producer.

Further ideas or samples of the promotion items mentioned on this page are available by writing to the individual companies.



WNAO PROGRESS

Boosts Power, Programming

WNAO Raleigh, N. C., last Monday commenced 24-hour programming and increased its daytime power from 5 kw to 10 kw. Station is licensed to the News & Observer Publishing Co., publisher of the *Raleigh News & Observer*, and operates on 850 kc.

Station launched its 'round-the-clock programming with the *WNAO Tobacco Barn* and *Golden Leaf Jamboree* emceed by Tommy "Butterball" Paige. Program features hillbilly music and Mr. Paige's guitar selections, and runs from 12 midnight to 7 a.m. WNAO changed its power June 11 and claims it now is the only Carolina station to operate 24 hours daily.

ARRL Field Day

ROLE of communications systems in civil defense will be tested by the nation's amateur radio operators during the 15th annual Field Day, June 23-24, sponsored by the American Radio Relay League. Established networks, part of the Amateur Radio Emergency Corps, will operate during the preparedness tests. Approximately 675 affiliated ARRL members will set up emergency stations throughout the country. They will operate from emergency power equipment. About 90,000 radio amateurs are licensed at present.

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USES
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Only Magnecorder offers all the flexibility, high fidelity and features you require—at a price you want to pay!
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Operation available by combining units in Rich Magnecorder cabinets.
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360 N. Michigan Ave., Chicago 1, Ill.

FCC actions

JUNE 8 THROUGH JUNE 14

CP-construction permit	**ant.-antenna**	**cond.-conditional**
DA-directional antenna	**D-day**	**LS-local sunset**
ERP-effective radiated power	**N-night**	**mod.-modification**
STL-studio-transmitter link	**aur.-aural**	**trans.-transmitter**
synch. amp.-synchronous amplifier	**vis.-visual**	**unl.-unlimited hours**
STA-special temporary authorization		**CG-conditional grant**

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

June 8 Decisions . . .

BY THE COMMISSION EN BANC

Request Denied

WNYC New York, N. Y.—Denied request for waiver of Sec. 3.41 of the rules regarding maximum power ratings for AM trans., and dismissed application to install a 5 kw trans. which is in direct conflict with Sec. 3.41. (Now uses 1 kw power).

June 8 Applications . . .

ACCEPTED FOR FILING

AM—970 kc

KNBR North Platte, Neb.—Mod. CP new AM station to change from 1280 kc to 970 kc and install DA.

Modification of CP

WJEJ-FM Hagerstown, Md.—Mod. CP authorizing changes for extension of completion date.

WBBB-FM Burlington, N. C.—Mod. CP new FM station for extension of completion date.

WCOS-FM Columbia, S. C.—Mod. CP new FM station to change ERP.

KGMO-FM Cape Girardeau, Mo.—Mod. CP new FM station to change ERP, ant. height, trans. and studio location etc.

WPIX (TV) New York—Mod. CP new TV station for extension of completion date.

License for CP

WFMY (FM) Greensboro, N. C.—License for CP new FM station.

WEST-FM Easton, Pa.—License for CP new FM station.

License Renewal

Following stations request renewal of license: KYCA Prescott, Ariz.; KXAR Hope, Ark.; KDB Santa Barbara, Calif.; WNLC New London, Conn.; WDHL Bradenton, Fla.; KCIL Houma, La.; WARK Hagerstown, Md.; WCLD Cleveland, Miss.; KDMO Carthage, Mo.; KCNI Broken Bow, Neb.; KBON Omaha, Neb.; KWRN Reno, Nev.; WSKY Asheville, N. C.; WSRS Cleveland Heights, Ohio; WMRW Marion, Ohio; KRNR Roseburg, Ore.; WDXB Chattanooga, Tenn.; WPLI Jackson, Tenn.; KBST Big Spring, Tex.; KHUZ Borger, Tex.; KSAM Huntsville, Tex.; KPLT Paris, Tex.; WBLT Bedford, Va.; WAYB Waynesboro, Va.

APPLICATIONS RETURNED

WSSB Durham, N. C.—RETURNED application for license renewal.

WOSH Oshkosh, Wis.—RETURNED application for license renewal.

APPLICATION DISMISSED

KGFJ Los Angeles, Calif.—DISMISSED application for mod. license to change power.

June 11 Decisions . . .

BY THE COMMISSION

Authority Granted

WXRF Guayama, P.R.—Granted authority to operate with reduced power to 800 w for 30 days retroactive from May 29.

BY THE SECRETARY

KLIF Oak Cliff, Tex.—Granted mod. CP to change type of trans.; cond.

WSFA Montgomery, Ala.—Granted mod. CP to change type trans.; cond.

Review Pub. Co., Alliance, Ohio.—Granted mod. license to change remote pickup KA-2408 from mobile to a base station.

Hagerstown Bcstg. Co., Hagerstown, Md.—Granted CP to increase power etc. for remote pickup KCA-559.

Eastern Idaho Bcstg. & Television Co., Pocatello, Idaho—Granted CP for remote pickup KA-9059.

Following stations were granted extensions of completion dates as shown: WSTR Sturgis, Mich. to 7-15-51; KFAC-FM Los Angeles to 6-16-51; WEPM-FM Martinsburg, W. Va. to 6-20-51; KSRT Hollywood, Calif. to 12-12-51; WBBB-FM Burlington, N. C. to 8-1-51.

WFPM Fort Valley, Ga.—Granted license on 1150 kc 1 kw D.

KOLJ Quanah, Tex.—Granted license on 1150 kc 500 w D.

WOAY Oak Hill, W. Va.—Granted license for increase in power and install new trans.; cond.; now 860 kc 5 kw D.

Following were granted licenses for remote pickup stations:

KKF-228 (Alice Bcstg. Co.) Alice, Tex.; KA-8036 (Earl W. Fessler) Madison, Wis.; KA-7956 (Kennebec Bcstg. Co.) Waterville, Maine, KA-7351, Wharton County Bcstg. Co. Inc., El Campo, Tex.

Fetzer Bcstg. Co., Kalamazoo, Mich.—Granted CP for FM STL KQC-53.

Hagerstown Bcstg. Co., Hagerstown, Md.—Granted CP to increase power etc. in remote pickup KGA-558.

Wharton County Bcstg. Co. Inc., El Campo, Texas—Granted CP to replace CP authorizing remote pickup KA-7351.

Agr. Bcstg. Co., Chicago, Ill.—Granted request to cancel license and delete remote pickup KA-4707.

Radio Bedford, Inc., Bedford, Ind.—Granted request to cancel license and delete remote pickup KA-6971.

Radio Diablo, Inc., San Bruno, Calif.—Granted mod. CP for extension of completion date to 12-1-51 KMA-729.

WIBA-FM Madison, Wis.—Granted mod. CP for extension of completion date to 8-11-51.

WLWC Columbus, Ohio—Granted license for TV station in accordance with CP except aural 2.5 kw and studio location: 3165 Olantangy River Rd.

WLWD Dayton, Ohio—Granted license for TV station in accordance with CP except for power of 2.95 kw and studio location: 4595 S. Dixie Highway, Dayton.

WLWT Cincinnati, Ohio—Granted license for TV station in accordance with CP except: 23.1 kw vis. 13.9 kw aur.

WCAP Lowell, Mass.—Granted mod. CP to change type of trans. and change studio location.

June 12 Decisions . . .

ACTIONS ON MOTIONS

By Commissioner E. M. Webster

Johns-Embury Co., Portage, Wis.—Granted petition to dismiss without prejudice its application.

Leonard R. Lyon, El Reno, Okla.—Granted petition to dismiss without prejudice his application.

WLOW Norfolk, Va.—Granted petition to continue hearing on application now scheduled for June 11 to Aug. 1.

Chief, Broadcast Bureau—Granted petition for extension of time within which to file exceptions to initial decision re appliactions of WJBK, WABJ and WMRN, be extended from June 6 to June 11.

Condado Bcstg. Co., San Juan, P.R. and Jose Ramon Quinones, Mayaguez, P. R.—Granted petition of Condado Bcstg. Co. to dismiss without prejudice its application; and on own motion Commission removed from hearing docket application of Mr. Quinones.

FCC General Counsel—Granted petition for extension of time from June 6 to June 14, within which to file proposed findings re applications of KXLA Pasadena, Calif.

Moyer Bcstg. Co., Taylorville, Ill.—Granted request to withdraw petition filed on Oct. 27, 1950 to reconsider

GILBERT TO KSTV

Takes Leave From KGER

GALEN O. GILBERT, general manager KGER Long Beach, Calif., for the past 2½ years, takes a year's leave of absence effective July 1 to become owner-manager of KSTV Stephenville, Tex., subject to FCC approval. The station operates on 1510 kc with 250 w day, and is currently licensed to John Blake. Storm Whaley, general manager of KUOA Siloam Springs, Ark., will temporarily shift his operations to KGER, acting as general supervisor of both stations. KGER and KUOA are owned and operated by the John Brown Schools.

William George, program director of KGER, goes with Mr. Gilbert as assistant manager of KSTV. They also will establish an advertising agency in Fort Worth under the firm name of Galen O. Gilbert Adv. Co. Mr. Gilbert remains a member of KGER board of directors and treasurer of John Brown Schools Inc. of California, owning corporation. Before joining KGER he was partner in KVLH Pauls Valley, Okla.

Hooper Reports Changed

RADIO HOOPERATINGS in nine cities have been stepped up from three to six reports a year, based on one-month instead of five-month surveys, with publication following the month of the survey, C. E. Hooper Inc. has announced. Cities are: Baltimore, Chicago, Columbus, Houston, Jacksonville, Nashville, New Orleans, Portland, Ore., and Providence. Each report includes 15-minute daytime ratings and 30-minute evening ratings based on coincidental telephone interviews from 8 a.m. to 11 p.m. and expanded via recall to cover the early morning hours, 6-8 a.m., and the late evening 11 p.m.-midnight hour.

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STerling 3626

COMMERCIAL RADIO MONITORING COMPANY
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"A reliable service for over 18 years"
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Dallas, Texas Seattle, Wash.
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FCC & FIELD ENGINEERING
1 Riverside Road — Riverside 7-2153
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(A Chicago suburb)

ADLER COMMUNICATIONS LABORATORIES
Broadcast, Communication and Television Systems
One LaFevre Lane, New Rochelle, N. Y.
New Rochelle 6-1620

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11 years TV Eng. Experience
Construction & Operation
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9918 E. Camino Real DO 7-6335
ARCADIA, CALIF.
(A Los Angeles suburb)

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ecision re application of WTIM, Taylorville, Ill., and dismissed said petition because application of WTIM has been dismissed.

FCC General Counsel—Granted petition requesting that his opposition to petition to reopen record, etc. filed by Sky Way Bcstg. Corp., Columbus, Ohio, be accepted for filing.

WNOE New Orleans, La.—Denied motion for continuance of consolidated hearing now scheduled for June 25 on his application.

By Examiner J. D. Bond

WKOK Sunbury, Pa.—Granted petition for leave to amend application by deleting therefrom such portions as relate to effecting a change in type of transmitter; reopened hearing record for proceeding to accept amendment and closed record.

WTVB Coldwater, Mich.—Granted petition for continuance of hearing re application from June 22 to Aug. 22.

By Examiner James D. Cunningham

Prairie Bcstg. Co., Inc. Beaver Dam, Wis. and Portage Bcstg. Co., Portage, Wis.—Granted petition of Prairie to amend application to specify a different geographical location (Prairie du Chien, Wis.), and 1280 kc in lieu of 1350 kc; and petition of Portage to amend application to show purchase of 40% interest by Johns & Embury, and other data relating to legal and financial qualifications of these individuals; accepted said amendments and cancelled hearing now scheduled for June 18.

By Examiner Fanney N. Litvin

WJKO Springfield, Mass.—Granted petition for continuance of hearing from June 26 to Aug. 27 in Washington re application.

By Examiner Hugh B. Hutchison

Brazosport Bcstg. Co., Freeport, Tex.—By memorandum opinion and order granted petition to amend application to specify 1460 kc 500 wD in lieu of 1490 kc 250 w unl., and show addition of H. F. Twombly as new partner.

Brazoria Bcstg. Co., Freeport, Tex.—Granted petition for continuance of consolidated hearing on application and that of Brazosport from June 18 to July 18, in Washington.

BY THE COMMISSION

Order Corrected

Scranton Radio Corp., Scranton, Pa.—Ordered that order of April 11, designating for hearing application be corrected so as to have issue No. 3 therein read as follows: "To determine whether the installation and operation of the proposed station would be in compliance with the Commission's rules and standards of good engineering practice concerning standard broadcast stations, with particular reference to the nighttime coverage to the city of Scranton, Pa.; and with particular reference to the daytime and nighttime coverage to the Scranton Metropolitan District."

June 12 Applications . . .

ACCEPTED FOR FILING

AM—1150 kc

WNDB Daytona Beach, Fla.—CP to change from 1150 kc 1 kw D to 550 kc 1 kw unl. DA-N AMENDED to omit change in frequency and be assigned 550 kc 1 kw unl. DA-N.

APPLICATION DISMISSED

Puyallup, Wash.—DISMISSED application by Puyallup Valley Bcstrs. for CP new AM station on 1490 kc 250 w unl. (Contingent on KBRO relinquishing 1490 kc).

June 13 Applications . . .

ACCEPTED FOR FILING

AM—1560 kc

St. Charles, Ill.—Greater Illinois Bcstg. Co. application for CP new AM station on 1560 kc 500 w D AMENDED to change to 1550 kc 500 w-D 250 w-N.

License for CP

WFBM-TV Indianapolis, Ind.—License for CP new TV station.

License Renewal

Following stations request renewal of license: WCUM Cumberland, Md.; WBUD Morrisville, Pa.; WJJM Lewis-

(Continued on page 92)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted, 10¢ per word—*$1.00 minimum* • Help Wanted, 20¢ per word—*$2.00 minimum*
All other classifications 25¢ per word—*$4.00 minimum* • Display ads. $12.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

Salesmen

Commercial manager—Aggressive 1 kw station in good southeastern market, fulltime, net-affiliated, seeks experienced radio salesman with supervisory ability and southern background or experience. Good base with incentive plan for man who will work into our plan of operation. Box 17K, BROADCASTING.

Permanent sales position. One station market. Station on air over 25 years. Protected account list. Station within 60 miles of Chicago. 15% commission with guaranteed draw. Box 33K, BROADCASTING.

Salesman for major Montana city. $250 guarantee and 15% commission to right man. Photo, details first letter. Reply to Box 863, Helena, Montana.

Wonderful opportunity for experienced time salesman. Established station in good market. Guaranteed salary and commission. John Rossi, KIBL, Beeville, Texas.

Salesmen wanted—One or two salesmen who know small market picture. City of 15,000 with good potential in adjacent counties. Draw against commissions. Must have car. No high pressure types or would-be sales managers. Just good, solid selling by men who know how to wear out shoe leather. Send complete information including photograph first letter. Personal interview necessary before completing final arrangements. Radio Station WEPM, Martinsburg, W. Va.

Salesman wanted. Must have neat appearance, pleasant personality and be a team worker. Ability to sell constructively—and on a long term basis is a prime requirement for the position. No high pressure, quick sale artists wanted . . . just a good, hard working, sincere salesman who tries to serve his clientele well and keep them on the customer list. Good opportunity. Manager, Radio Station WGWD, Gadsden, Alabama.

Excellent opportunity good salesmen. Commission with draw. Good market. Wide open position leading to commercial manager. Phone or write Wallace Robinson, WREB, Holyoke, Mass.

Salesman, metropolitan market. 15%, good draw. Car necessary. Contact Willard Belote, WTJH, East Point, Georgia.

Announcers

Announcer-disc jockey, strong on morning show and capable of usual staff assignments on 1000 watt network station. Better than average wages, talent. Midwest location. Send letter of qualifications and audition to Box 778J, BROADCASTING.

Mature announcer with superior voice and technique wanted by network station in important Texas resort city. Box 927J, BROADCASTING.

Experienced announcer with ticket. Pleasant small city. Good conditions. Above average wage for non-metropolitan. Systematic raises for permanent man. Long established network affiliate Minnesota. Airmail experience record to Box 977J, BROADCASTING.

Wanted—Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in first letter. Box 978J, BROADCASTING.

Singing announcer—Southeastern station putting accent on live talent wants announcer with ability to sell and entertain on the mike, combining pop vocals with routine announcing and deejay work. Adequate salary to start, plenty opportunity to increase it by producing results for station. Box 18K, BROADCASTING.

Help Wanted (Cont'd)

News man for progressive New England Independent. Gather, edit and cast local news. Box 28K, BROADCASTING.

Announcer, studio operator, licensed transmitter man and combination man for possible openings in near future. Influential independent 250 watter in eastern New York. Please include complete details. Box 41K, BROADCASTING.

Starting salary of seventy-five to experienced announcer with first class license Penna. independent. Include disc and full details. Box 50K, BROADCASTING.

Could you build audience and sales if given from one to two hours mid-day daily Monday through Friday on network affiliate as platter personality, perhaps plus one instrument of your own, such as piano, accordion, etc.? No steel guitar wanted. Want gab, but not too much gab. Must have ability to sell commercials and also adlib interviews. Send brief autobiography, salary expected and sample recording of voice and style of platter patter together with photograph to Box 1071, San Diego, California.

Combination announcer-engineer, first class ticket, Virginia daytime independent. Living accommodations available. Call Warsaw, Virginia 690 for discussion and further information.

Announcer-engineer. First phone. Experienced owners. No NBC dress but CBS quality. Could use sports experience. Starting salary above average. Contact immediately. KARE, Atchison, Kansas.

Wanted—Combination announcer-engineer with first class ticket: possible opening for chief engineer. Write, giving full information to Station KBYR, Box 1960, Anchorage, Alaska.

Wanted immediately—announcer-engineer, first phone. Experience not necessary. Need strong voice. Start $55. KCOG, Centerville, Iowa.

Wanted—Combo man, first phone. 1000 watt, fulltime, Mutual. Send disc, salary requirements. KIOX Bay City, Texas. Also opening, experienced chief.

All-round announcer for 1000 watt, clear channel station unusual in coverage and sales. Must be experienced, competent. Strong on newscasting and capable of handling all types of shows. Will pay up to $75.00 week for right man. Send complete details of education, reference, experience, photo and disc to Program Director, KNUJ, New Ulm, Minnesota.

July opening good announcer, first ticket, experienced. Guarantee $280.00 start; furnished station apartment $35. Unexcelled fishing, elk hunting. Rush disc, photo, history. KPRK, Livingston, Montana.

Immediate opening for announcer with first class ticket. Write, wire or phone KSUE, Susanville, California.

Sports director to replace "Bill" Crowley—now New York Yankee's broadcaster. Must work staff trick. Mail full details to Keith Field, WARA, Attleboro, Mass.

Two all-round announcers for immediate employment. Must be fully experienced and qualified for top paying job to begin and salary advanced on ability. Phone Manager, WDBC, Escanaba, Michigan.

Wanted: Announcer-engineer, emphasis on announcing. Experience desired but not necessary. Rush disc, full particulars in 1st letter. WDEC, Americus, Georgia.

Immediate opening for announcer on 1000 watt independent. Send disc, background and expected salary to Program Director, WFIN, Findlay, Ohio.

Help Wanted (Cont'd)

An honest ad. WFTR, Front Royal, Virginia. 250 watts, fulltime Mutual has opening for combination man or chief. If inexperienced announcer, will train. $65.00 to start. Merit, time raises, profit sharing after three months. Located sixty miles west of Washington, beautiful Shenandoah Valley. Living conditions normal. Opportunity to develop own programs, do sports and deejay. Write or phone collect.

Wanted: Announcer with first phone, $80.00 per week. Prefer single man. WIRB, Enterprise, Alabama.

Combination announcer-engineer wanted by 1000 watt NBC affiliate located in heart of citrus region of Florida. No engineering experience required, but must hold first class license. Southern man preferred. William P. Lee, WLAK, Lakeland.

Technical

Network station, large Texas market, needs engineer with sound training and stable temperament. Box 928J, BROADCASTING.

Immediate opening for transmitter engineer with first class ticket. Car necessary. Eastern 1000 watt regional. Box 27K, BROADCASTING.

Chief engineer—Operate schedule and capable maintaining AM and FM equipment. Basic $65.00 plus overtime. Pennsylvania 250 watt. Box 35K, BROADCASTING.

1st phone-announcer, southern network station. Starting pay $75.00, raise to $80.00 after three month trial period. 44 hour week. Man with car desired, floaters are not wanted. Box 43K, BROADCASTING.

Engineer—First class for control room operation. Salary commensurate with experience. R. C. McClellan, Chief Engineer, KWBB, Wichita, Kansas.

First class phone operator. No experience required. WCFV, Clifton Forge, Virginia.

Engineer with first class ticket. No experience necessary. $50 for forty hours. Car required. Chief Engineer, WCOJ, Coatesville, Pa.

Have immediate opening for engineer with first phone. No experience necessary. Combined operation in fisherman's paradise. WCRK, Morristown, Tennessee.

Wanted—First class engineer. Interesting job on new construction of five kilowatt station. Write WFNC, Fayetteville, N. C.

Engineer, experienced for ABC affiliate WGEM, Quincy, Illinois. Car essential. Send qualifications. Phone 6840 or wire immediately.

Immediate opening for first class ticket at FM station. Experience not necessary, but car required. WHDL-FM, Olean, New York.

Transmitter engineer for vacation relief starting June 11 through late summer and possibly fall while testing new directional. $50.00 for forty hours. WINR, Binghamton, N. Y.

Transmitter engineer wanted. Permanent position. No experience necessary. Contact Lew Frye, Chief Engineer, WLOG, Logan, West Virginia.

First phone operator needed at once. With car. $62.50 weekly to start. 40 hours. No experience necessary. Write attn.: R. H. Host, WMAW, Milwaukee 3, Wisconsin.

Help Wanted (Cont'd)

Radio control operator urgently needed by station WMBI; owned and operated by Moody Bible Institute of Chicago. Desirable for candidates to have first class radio telephone license and some experience. Write station WMBI, c/o of Moody Bible Institute, 820 North La Salle Street, Chicago 10, Illinois.

Production-Programming, others

Newsman topflight editor, reporter newscaster. Local news gathering and writing experience essential. Five thousand watt midwestern network affiliate. Include full details and starting salary expected. Confidential. Box 985J, BROADCASTING.

Production manager. 5 kw midwest Mutual. Excellent opportunity. Must be aggressive. Send full details, including salary expected. Box 25[illegible] BROADCASTING.

Top salary for experienced copywriter. Forward details to KOEL, Oelwein, Iowa.

Copywriter, experienced who can produce quality and quantity. Contact Socs Vratis. Radio Station KOLE, Port Arthur, Texas.

Wanted—female continuity and copy writer. Typing and shorthand necessary. Send full details and salary requirements to WJTN, Jamestown, New York.

Wanted — Experienced secretary for progressive new station. Must be good steno; knowledge of bookkeeping essential. Work on own initiative. Some air experience desirable. WOPA, Oak Park, Ill.

Situations Wanted

Managerial

Manager—sales manager. 20 years complete radio management, sales, advertising and program experience. Mature, responsible, dependable, community minded with past record of increased profits. National agency contacts. Family man, college graduate, desires manager position in middle Atlantic or midwest area. Box 945J, BROADCASTING.

Station managers—Program, production and commercial manager, 17 years experience with all four networks. Can organize, or fit in, your program structure. Experienced as announcer, newseditor-caster, continuity. Only interested in Virginia, the Carolinas, Florida. Complete story, picture and references. Available July 15. Box 2[illegible] BROADCASTING.

General or sales manager—Remarkable sales and management record. Now sales manager good size successful AM station. Have substantially increased billing in one of the most competitive TV markets in the country. Wide and intimate agency and client contacts. Familiar all phases radio operation. Incentive must be big. Box 3[illegible] BROADCASTING.

Now see this! Experienced time salesman. Early thirties. Making five figure salary. College graduate. Five years experience. Married. Well qualified to be your commercial or sales manager. Box 40K, BROADCASTING.

Manager-chief engineer. 16 years experience in management, sales and engineering. FCC applications construction, plus economic operations. Five AM-TV. Excellent references, presently employed, family. Box 47K, BROADCASTING.

Manager-commercial manager with proven sales record. Experienced all phases radio operation. College graduate, promotion and civic minded. Available cash to invest or purchase control AM operation. Prefers tough market. Box 57K, BROADCASTING.

Salesmen

Wanted, opportunity in sales, promotion, programming. Competitive radio TV market. Western states. By creative, livewire theatre showman. Box 923J, BROADCASTING.

Aggressive, personable, go-getter with advertising knowhow. Six years commercial radio—sales, announcing, production. Desire connection with metropolitan radio or TV station; agency or sales rep. Consider managerial small market. Married, twenty-nine, veteran. Box 61K, BROADCASTING.

Situations Wanted (Cont'd)

Announcers

portscaster, 5 years experience, married, family, draft exempt. Employed sports director midwest 5 kw currently topping sports programming. Air check tapes baseball, football, basketball. Box 577J, BROADCASTING.

ere's a switch! Experienced college grad newscaster with top Hooper rated show on 5 kw wants to return to his first love, sportscasting. No gadabout. Married, with family. No preference as to size of station or community. Prefer warm climate. Box 920J, BROADCASTING.

nnouncer, colored, excellent voice, promotional ideas, disc on request. Box 932J, BROADCASTING.

portscaster-baseball play - by - play, basketball, fights-announcer, control board operator. Draft exempt. Travel. Box 993J, BROADCASTING.

pnotch sportscaster. 6 years experience doing play-by-play of high school, college and professional football, baseball, basketball and boxing. Network quality. Married and draft exempt. Excellent references. Box 5K, BROADCASTING.

portscaster, radio, TV, major league baseball, football, basketball. Draft exempt. Box 7K, BROADCASTING.

perienced announcer—Pleasing voice, good delivery. Reliable. Available two weeks. Box 32K, BROADCASTING.

aff announcer seeks position preferably in New England or northeast. Heavy on commercials. Married. Tape or disc available. Box 39K, BROADCASTING.

nnouncer, five years experience all phases, college graduate, veteran, 26, single, devoted to the business. Now employed. Prefer Rocky Mountain states, but will consider any high altitude. Box 44K, BROADCASTING.

portscaster—Strong on play-by-play, all major sports. Familiar control board operation, news and DJ. Will travel. Disc available. Box 46K, BROADCASTING.

nnouncer. Seven years experience, disc jockey. Strong on news. Draft exempt. Married. Hard worker. Wants good station in pleasant city. Currently earning ninety per. Box 49K, BROADCASTING.

nnouncer-sportscaster. College grad. Young. Single. Some experience. Will travel. Box 52K, BROADCASTING.

aff announcer. Trained all phases radio City, N. Y. Outstanding commercials, newscasting. Single, exempt, college graduate. Tape available. Box 53K, BROADCASTING.

nnouncer-writer, now doing free lance N. Y. Two years college experience AM and FM. Thorough jazz and popular. Had own jazz record show. Have excellent news style. Will accept summer replacement. Veteran, deferred. Box 56K, BROADCASTING.

orts announcer. One year experience all sports. Now employed. More sports work wanted. Married. 26. Veteran, exempt. Box 58K, BROADCASTING.

nnouncer—15 years experience. Draft proof. Sports, news, DJ, local news. Television experienced. Fluent ad-lib. Sober, settled. Ticket soon. Consider only if you give full details living conditions, job, salary possibilities. Box 59K, BROADCASTING.

nnouncer, control board operator, single, with limited experience; willing to locate along eastern seaboard. Resume and disc available. Box 60K, BROADCASTING.

ave a bellyfull of copywriting after one year copy and announcing. Seeking straight announcing. Grad radio school, exempt. Walt DePuy, WAYB, Waynesboro, Va.

vailable immediately. 2½ years with 1st station announcer-program director. 4 years experience. Veteran. Norm Keller, 1922 State Ave., Cincinnati, Ohio.

nnouncer-disc jockey also studio, transmitter: experienced. First phone license, draft exempt. Waiting army discharge, ready July 1. Desire work within 100 miles of N.Y.C. Mr. Ed Mitchell, 528 East 29th Street, Paterson, N. J.

ews editor. Three years experience writing own world, local, sports shows, experienced local coverage, special events, play-by-play. MS radio journalism Northwestern. Marine veteran Phi Fletcher Latta, Phi Gamma Delta, 1947 Evanston, Ill.

Situations Wanted (Cont'd)

Announcer-operator, veteran, draft exempt, married. S.R.T. Chicago graduate. Will travel. Audition disc, photo and data upon request. Strong on news, narration, commercial and DJ. Sober, reliable, available immediately. Desire permanent position. Write or call collect Leonard C. Osborne, 4645½ Lake Park, Chicago, Ill. Kenwood 8-5777.

Versatile announcer-sportscaster, strong play-by-play all sports and newscasting. Three years experience. Married, draft exempt. Ken Sanford, 2035 Creston Avenue, New York 53, N. Y.

Announcer—Personable, friendly, versatile. Strong on commercials, news. Operate console. Experienced, married, vet, exempt. Replies answered promptly. Disc. Rai Tasco, 103-06 29th Avenue, E. Elmhurst, N. Y.

Technical

Chief engineer-announcer. Available July. Not know-it-all, still learning. Two years experience, married, children, veteran. Presently employed $100. Write Box 2K, BROADCASTING.

Twenty years experience. Highly qualified. Permanent south, southwest. $4800 minimum. Box 14K, BROADCASTING.

Chief engineer: 20 years experience. Excellent references. Minimum $100 week. Box 26K, BROADCASTING.

Phone first, salary, hours, first letter, available. Box 36K, BROADCASTING.

Engineer, fully qualified, extensive experience, available October for chief large operation and/or planning and supervision large construction and installation. Top references. Box 45K, BROADCASTING.

Chief engineer—16 years experience in design, construction, FCC applications, management and economic operations, in AM-FM-TV. Excellent references, presently employed, family. Box 48K, BROADCASTING.

Chief engineer—twenty years technical experience including construction three stations. References. Family. Box 51K, BROADCASTING.

First phone. Married, two children. Age 30. Eleven years radio. 3½ broadcast 5 kw CBS affiliate. Studios, transmitter, remotes. Graduate CREI broadcast and television courses. Desire permanent TV or AM with TV affiliate. Prefer Middle Atlantic. Box 53K, BROADCASTING.

Chief engineer. Experienced construction and all phases broadcasting. Married. Prefer upper midwest, although secondary permanent job. Resume upon request. Box 62K, BROADCASTING.

First phone operator. Veteran, 13 years amateur radio commercial constructing-operation experience, up to 1 kw. Will accept position if it pays. Box 313, Clifton, N. J.

1st phone, 1st telegraph, amateur, EE background, some experience, 29 and personable, desire job in eastern station, relief or permanent. Fred Hartmann, 844 Devon St., Arlington, N. J.

Production-Programming, others

Newscaster-editor. Four years experience, including 2½ years air work. Currently employed network newsroom. Seek return to broadcasting. College journalism degree. Draft exempt. Box 899J, BROADCASTING.

Program director, experienced all phases including publicity-promotion. Progressive programming. Looking for permanent, solid position. Married, two children. Box 13K, BROADCASTING.

Attention owners of small operations in the midwest and southwest. Can you use 14 years experience in programming, announcing, promotion and selling? If so I'm interested in your problems. 38. Married. Non-drinker. 8 years last employer. Best of references. All replies answered. Box 31K, BROADCASTING.

Program director, acting manager, writer, announcer, with seven years college, topnotch background and record, wants better opportunity anywhere in U.S. or possessions. Tireless worker. Vet. 28. Box 34K, BROADCASTING.

Male copywriter, draft exempt. College. Seeking first job. Anything considered. Box 37K, BROADCASTING.

Continuity writer. Young, male, single, experienced, draft exempt. Formerly with 5000 watter. Eastern position preferred. Box 55K, BROADCASTING.

Situations Wanted (Cont'd)

Attention Texas Panhandle, Oklahoma, Kansas: available on or after August first. Twenty years radio-newspaper. Sales-management, promotion, copywriting, news. Prefer 250 watt. Responsible, dependable, married, 42 years old. No superman, but hard worker with good promotional background. Box 42K, BROADCASTING.

Program director-manager of two radio stations. Experienced in all phases of broadcasting. Writer, director and promotion for major networks. Program director, manager, announcer, writer for local stations. Writer-director for television. Never fired. Present employer will recommend highly. Wish program directorship of substantial station with future. Draft exempt. Robert Williams, 1445 N. Minneapolis, Wichita, Kansas.

For Sale

Stations

For sale—Established network station in highly desirable southwestern city. Station enjoys high Hoopers and large gross. Profits are satisfactory. Owner developing new, larger property. Will gross $150—$200,000 this year. Sharply higher than last year. Priced for quick sale—$97,500. Box 996J, BROADCASTING.

Equipment etc.

GE 3 kw FM transmitter and monitor. Box 107J, BROADCASTING.

Presto 6-N Ser. No. 1963 recorder in 1-B case. Excellent condition. Choice of inside or outside feedscrews. $325.00. Alvo Recording, 51 W. 3rd St., Williamsport, Penna.

New and used radio towers. Immediate shipment. Also limited quantity new #10 bare copper ground wire. Available for immediate delivery 175 foot insulated self-supporting Truscon tower. Box 826J, BROADCASTING.

For sale—One 250 Raytheon transmitter in excellent condition. Used 2 years before switching to kilowatt. Extra set of new tubes. $1800. KWED, Seguin, Texas.

Microwave equipment. Three General Electric TL-1-A 2000 megacycle video microwave links complete with lines and six foot parabolas now operating in intercity relay system. Can be used also for studio- transmitter video links. Also one 240 foot and one 200 foot guyed relay towers. One General Electric BL-2-A 1000 megacycle S.T. audio link complete with six foot parabolas. All equipment in like-new condition and available August first. Contact Lee G. Stevens, Chief Engineer, WLAV-TV, Grand Rapids, Michigan.

RCA 308-A field intensity meter. KFNF, Shenandoah, Iowa.

Radio Craftsmen RC-10 AM-FM tuners. New. Factory warranty. Limited quantity. Special price $110.00, cash with order. Companion RC-2 amplifiers. 10 watt 500 ohm output. $35.00. Alvo Recording, 51 W. 3rd, Williamsport, Penna.

RCA 1 kw FM transmitter, 2 section pylon, Hewlett Packard FM monitor, 106 ft. Truscon tower. Combination price, $5,500.00. Address Charles W. Hoefer, Aurora (Ill.) Beacon-News.

Wanted to Buy

Equipment etc.

Wanted—Used studio console. Must be in good condition. KSWA, Box 749, Graham, Texas.

Will buy any good one kw transmitter, air cooled. Contact KTRN, Wichita Falls, Texas.

Want to purchase 1 kw or 3 kw FM transmitter without accessories. Quote price first letter. L. Riddle, Chief Engineer, WDSU, 520 Royal Street, New Orleans.

Wanted immediately—One kilowatt or three kilowatt FM transmitter in good condition. Wire Bob Taber, WKLF, Clanton, Alabama.

Help Wanted

Are You a **Good Announcer**

- Unaffected Voice
- 2 years experience

Air mail letter of application to:

M. N. Bostick

KWTX, Waco, Texas

(Continued on next page)

EXPERIENCED BROADCASTERS NOW AVAILABLE

FRANCIS WEBER: Announcer - Newscaster-Sportscaster-Sales. Formerly Advertising Manager Arnold Bread; Asst. Ad. Manager Borden's; Sales Promotion Life and Time Magazines. Strong on: Commercial Announcing, Special Events, DJ Shows, Classical Music, Sales and Promotion and Copy.

ROLLIE SCOTT: Radio and TV Announcer, Newscaster-Sportscaster, Creator of Melody Roundup - Let's Look at the Record-Strong on: Play-by-Play, D.J. Shows, Commercial Announcing and News, Board work.

GEORGE LENTZ: Radio and TV Announcer - Newscaster - Copyman. Creator of: Jazz Room, Music By The Masters, Religious Programs. Strong on: DJ Shows, Board Work, TV Camera and Production, Copy.

BRYCE BOND: Radio and TV Announcer-Newscaster - TV Director - Producer-Cameraman - Cartoonist. Creator of Melody Rendezvous - Platter Party-Piano Potpourri. Strong on: D.J. shows, Board work, Film Editing, Radio and TV Special Events.

GENE SMITH: Announcer - Newscaster - Continuity Writer. Creator of: Ladder to Success; popular Tune Bar; 300 Seconds. Strong on: DJ shows, Commercial Announcing, Classical Music and Farm Shows; Copy.

JOHN KELSO MOORE: Announcer - Actor - Newscaster - M.C. - Dramatic Tenor. Strong on: Commercial Announcing, Religious and Farm Programs, Man In The Street and Public Forums, Classical Music Programs, Southmidwest or Southwest preferred.

Write or Wire

SRT

SCHOOL OF RADIO TECHNIQUE

R.K.O. Bldg. Radio City, N.Y. 20, N.Y.

Circle 7-0193

SRT men and women are employed in broadcasting stations all over the United States.

Help Wanted (Cont'd)

Production-Programming, Others

EXPERIENCED SALES PROMOTION DIRECTOR WANTED IMMEDIATELY

A major New York sales organization has an immediate opening for an experienced sales promotion manager. Must be able to write trade paper ads and handle sales presentations for a radio-TV staff of 20 salesmen. This is one of the most important promotional jobs in the radio-TV business and only experienced, qualified men should apply. Send full details first letter.

BOX 38K, BROADCASTING

Situations Wanted

Production-Programming, Others

AVAILABLE IMMEDIATELY

Program director—assistant—announcer. Voluntarily leaving present sales-sports post after 3 years. Formerly program director same station. Excellent references and background. Married. Good draft status. 24. B.F.A. cum laude Radio. Contact NOW. David Moss, 111 A Chester Circle, New Brunswick, New Jersey.

Employment Service

EXECUTIVE PLACEMENT SERVICE

Confidential, nation wide service placing qualified, experienced managers, commercial managers, program directors, chief engineers and disc jockeys. Inquiries invited from employers and applicants.

HOWARD S. FRAZIER
TV & Radio Management Consultants
726 Bond Bldg., Washington 5, D. C.

N.Y. CD Council

MEMBERSHIP of the New York State Defense Council, which has sweeping civil deefense powers including authority to silence radio and TV stations in the event of enemy attack, has been completed following Gov. Thomas E. Dewey's appointment of 12 public representatives to serve with him and 10 other state officials. The public members include Maj. Gen. Julius Ochs Adler, general manager of the *New York Times*, which owns WQXR New York, and other business, labor and civic leaders.

AFRS PLAN

Stations Would Furnish Voice Recordings

ARMED FORCES Radio Service in Kyushu, Japan, is planning a series of programs which would utilize the actual recorded voices of the friends and relatives of servicemen in the Tokyo area and has called on U. S. stations to supply acetate transcriptions.

Leland Ray Briem, chief announcer for the AFRS at Kyushu, contends it not only would offer stations an opportunity for beneficial public service but provide a worthwhile service to servicemen and people at home. Fees for the technical service in recording the voices could be kept to a minimum, he reasons.

The AFRS already has one series of programs underway called *Hometown Mailbag*, which is one of the most popular in the Far East. AFRS receives about 1,000 letters weekly from the 48 states and various other countries. It maintains a 10 kw transmitter in Fukuoka and four other smaller outlets serving local areas.

Mr. Briem favors using 33⅓ rpm transcriptions, enabling them to record several different messages on each side. Transcriptions would be shipped to: "Voices From Home," Armed Forces Radio Service, Kyushu, APO 3, c/o PM, San Francisco, Calif. Cards would be sent out to the men notifying them of the broadcast date, with programs patterned after fast-moving network shows.

Stations who plan to prepare transcriptions should be guided by these recommendations: (1) 33⅓ rpm should be used; (2) blank message should be left between messages on each side; (3) individual messages should not be longer than four or five minutes; (4) mentions of the appropriate serviceman should omit references to unit location, address and troop movements; (5) person making the recording should include the complete address of the serviceman involved for ease of handling; and (6) messages should be outlined before actual recording to eliminate possibility of dead air.

Mr. Briem added that the program, if successful, also will have Tokyo coverage by AFRS.

TRADE ASSNS.

Representation Policy Set

PARTICIPATION of trade association executives on industry advisory committees is not illegal if "the member is actively engaged in the industry concerned," a Justice Dept. official has declared.

In a letter to the Senate Banking & Currency Committee, Peyton Ford, deputy Attorney General, also warned that those executives "may be in a position to create an atmosphere in which the interests of a special group, rather than those of the public, would become paramount."

The view of the Justice Dept. is, however, that government officials should obtain requested information directly from trade associations "rather than have the participation of (executives) in industry advisory committees."

These views followed on the heels of an announcement by the House Judiciary Monopoly subcommittee that it would look into the formation of industry groups to consult with government agencies in the face of numerous complaints [BROADCASTING • TELECASTING, June 4].

CANADA'S MFRS.

Change Name to RTMAC

RADIO MANUFACTURERS Assn. of Canada at its 22d annual meeting at Niagara Falls decided to change the name of the organization to Radio-Television Mfrs. Assn. of Canada. R. A. Hackbusch, president and managing director of Stromberg-Carlson Co. of Canada, Toronto, was re-elected president and chairman of the board. Three vice presidents were elected to represent receiver, parts and accessory, and transmitter sections of the industry. The meeting was held June 1.

A. B. Hunt, Northern Electric Co., Montreal, was elected vice president and vice chairman of the board, representing receiver makers; L. M. Price, Radio Valve Co. of Canada Ltd., Toronto, was re-elected vice president, representing parts and accessory division; G. S. Patterson, Canadian Radio Mfg. Corp., Toronto, was re-elected vice president, representing transmitter makers.

A. H. Zimmerman, director of electronics division of the Dept. of Defense Production, Ottawa, discussed Canada's electronic defense production program, totalling $400 million over 1951-54 period.

THE LIGHTHOUSE (association devoted to the blind) presented award to United States Steel's *Theatre Guild on the Air* for "its magnificent productions of outstanding plays" on its Sunday evening broadcasts over NBC.

CBC UNIT

Press Bureau Established

NEW Information Bureau has been set up by the Canadian Broadcasting Corp. at its Toronto and Montreal studios under the press and information section. At Toronto Peter Meggs, formerly of CJKL Kirkland Lake, Ont., is in charge, and at Montreal Jean-Jules Trudeau, formerly of CBC French network, is director of new bureau. The bureau will handle all audience mail, arrange studio tours and handle all public phone calls.

Other changes in the press and information section at Toronto include the appointment of Charlie Walls, for the past three years with CBC and formerly with CKTB St. Catherines, as Ontario regional press representative; Bruce Sutton moved up to handle microphone publicity, and Jack Allen to handle program listings for the national and Ontario regional services. Geoff Gordon has been appointed to handle all national publicity of CBC activities out of Montreal at the Montreal bureau.

CAB COMMENTARY

CBC Asked To Investigate

RADIO BUREAU of the Canadian Assn. of Broadcasters at Ottawa came in for possible legal action by the Canadian Senate at hearings of the Senate Finance Committee at Ottawa June 7. Reference was made to a broadcast in the Radio Bureau's weekly commentary on the Ottawa scene made last November when one of the talks describing the Senate stated that attendance was small and "most of them asleep." Senators claimed these as falsehoods.

Canadian Broadcasting Corp. was asked to investigate. The point also was made by some Senators that some CBC stations asked for scripts by Senators 24 hours in advance of broadcast. J. T. Allard, general manager of CAB, stated in comment that it permits its writers to state the facts as they see them, and that they have on other occasions paid tribute to the good work done by Senate committees.

Race News Ruling

SUPREME COURT of Florida has declared the state's "anti-bookie" law applies to radio news as well as to the press. The court said when challenged it must be proved that racing information for broadcast is not used to aid illegal gambling. Florida's highest court overruled Dade County (Miami) Circuit Judge George E. Holt and ordered Transradio Press Service to appear for hearing before the Railroad and Public Utilities Commission there. "Transradio must prove its news service is not being used and is not intended to be used for gambling purposes," the court stated.

Midwest Exclusive Market Station

This is one of the old established fulltime stations in the midwest—the only station in a city with population in excess of 50,000 and county retail sales of more than $100,000,000.00. Consistently does more than $100,000.00 a year and always makes money. Valuable real estate and about $20,000.00 in net quick assets included in the price of $120,000.00. Financing arranged.

BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Harold R. Murphy	Ray V. Hamilton
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

KMA TRIP

Mexican Tour Starts Sept. 4

AN 18-day "Friendship-Goodwill tour to Mexico," sponsored by KMA Shenandoah, Iowa, has been announced by Edward May, president of the station. The trip is due to get underway September 4, with the first stop being Chicago.

While in the Windy City the group will spend a day sight-seeing and at a big league ball game. From there they will board a special train for Mexico. They will stop in San Antonio for a day of sight-seeing.

In Mexico they expect to make visits to a Mexican bull fight, the floating gardens of Xochimilco, the ancient Aztec pyramids, and trips through the mountains and tropics. Mr. May, who spent two years in Mexico, will lead the group. Last fall he escorted 75 midwesterners to Alaska, on a tour sponsored by the station.

FUNCTIONAL EDICT

Asked by Mich. Muzak Co.

MICHIGAN MUSIC Co., Muzak franchise holder for Detroit, has asked FCC to reach a final decision "one way or the other" on functional music. Writing on behalf of the company, James F. Hopkins, of WHRV Ann Arbor, Mich., contends "there is not, nor can there be, any reason to believe that the legalizing of this idea would eventually do anything but create an opportunity for a greater loss to the FM industry generally."

Mr. Hopkins said the Detroit firm pays the telephone company "upwards of $60,000 per year" for lines. He contended legalizing of "beep" operation for music service would lead to general sale of FM rights which would include a tunner picking up the beep frequencies. This in turn would tend to eliminate rental fees upon which FM stations depend for revenue, he contended.

...ites Radio

MAYOR Glenn Cunningham of Omaha, faced with strong opposition before last month's city elections, took his story to radio listeners through KOIL Omaha—and got his entire ticket elected. Mayor Cunningham has had his own program, *Getting It Straight* on KOIL for more than a year giving him an opportunity to present views and take issue with newspaper opposition. Before the May elections, the mayor and his running mates made full use of radio, including his own program, supplementing it with TV. He claims that radio, "and particularly my weekly programs," was "largely responsible for the success" of the campaign.

Mr. Cunningham

HONORS were heaped on Bill Macdonald (second, r), farm service director for KFAB Omaha, who has just rounded out 25 years of radio work. Among other tributes paid Mr. Macdonald was an award presented by the governor from the people of Nebraska. At the presentation were (l to r) Harold Soderlund, KFAB sales manager; Gov. Val Peterson; Mr. Macdonald, and Harry Burke, KFAB general manager.

BMI CONTEST

Launched in Chicago

NATION-WIDE competition to encourage young composers of concert music was launched in Chicago June 9 as Broadcast Music Inc. outlined its plan to leading music educators from all parts of the country.

BMI President Carl Haverlin, who first presented the idea at the NARTB convention in Chicago last April, conferred with music educators at the day-long conference and luncheon in the Stevens Hotel. More than 1,500 stations are expected to cooperate locally, according to Emmett Brooks, president of the Alabama Broadcasters Assn. and representative of 29 organized state groups which have sanctioned the proposal. Mr. Brooks is president and general manager of WEBJ Brewton, Ala.

Details as to eligibility of applicants, awards and prizes are being worked out. now but, in general, winners will be chosen at the local, area and national level in two groups—high school and college. Students of high schools, colleges, universities and conservatories will be eligible to compete for awards in two classes, vocal compositions and instrumental compositions.

Educators will cooperate in encouraging students to enter and in serving as contest judges. They will work locally with the radio stations, which have been asked to broadcast entries in a program format.

Local broadcasters will donate money as well as services, with funds being used for cash or scholarship awards. The country is expected to be divided into three geographical areas, each with approximately the same number of residents.

State winners, chosen from among local entrants, will be awarded prizes, after which they will compete with area winners. Winners in the area contests will have their compositions published by a leading music publisher if, in the opinion of the judges, the music is "publishable." Otherwise, the winners will receive cash.

Victor, Decca, Columbia, Capitol and Mercury records have agreed to cooperate in recording music which they think will have public appeal, Mr. Haverlin said. Initial entries will be accepted during the 1951-52 school year, and judging is not expected to be completed until October 1952. Grand awards will be scholarships to high school and college-level winners at an American institution, Mr. Haverlin announced.

Halley Speaks

RUDOLPH HALLEY, chief counsel of Kefauver Senate Crime Investigating Committee; Judge Simon Rifkind, special counsel for All-Industry TV Per Program Committee; Lloyd Paul Stryker, criminal attorney; Margaret Webster, producer and actress, and Jack Gould, radio editor, *New York Times*, discussed "Televising Trials and Hearings" June 18 at final American Television Society luncheon of 1950-51 season at Hotel Roosevelt, New York.

RWG-RCA PACT

Guild Strike Averted

AVOIDING a Radio Writers Guild strike which would have seen the first RWG picket line in broadcast history thrown around the RCA Building in Rockefeller Plaza, New York, an RCA-RWG contract for four writers of musical continuity for Thesaurus, the RCA transcription library service, was announced last week.

Center of the dispute was the question of a wage scale for the writers on a par with that of radio network staff continuity writers. The agreement, which was worked out under Federal Mediation Commissioner J. R. Mandelbaum, was negotiated by RCA's Nicholas Capella and RWG National President Ira Marion; May Bolhower, RWG executive secretary, and Herman Gray, union attorney.

CIO WITHDRAWS

In WORZ Orlando Case

CIO's petition for withdrawal from employe elections at WORZ Orlando, Fla., where it sought to compete against the AFL's International Brotherhood of Electrical Workers, has been approved by the National Labor Relations Board.

The board had directed an election at the station last month following hearings on the case earlier this year. Operators, combination announcer - operators, announcers and continuity writers were involved in the bargaining relations with WORZ, licensed to Central Florida Broadcasting Co. [BROADCASTING • TELECASTING, May 21]. The board gave no reason for CIO's withdrawal in its order approving the petition. IBEW had been the intervening union in the case.

WU News Rates

PROTEST against Western Union's proposed increase in rates, applicable as well to radio news copy, has been filed with FCC by the American Newspaper Publishers Assn. New rates, scheduled to go into effect June 1, were suspended by the Commission pending investigation.

ALMOST A MILLION ON WCKY

➔ *See Centerspread This Issue* ←

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

AFA Urged

(Continued from page 26)

plained an ever-increasing clamor for regulation and government management of various phases of advertising is growing out of continuing Congressional inquiries. He said some have even advocated that the government provide financial support for opinion interests lacking adequate resources.

Secretary of Commerce Charles E. Sawyer praised advertising "for its contribution to a better standard of living." He said, "Advertising has its critics who claim that advertising expenditures are a needless addition to the cost of distribution. They fail to give proper weight to the fact that the economic structure of the United States is based upon mass production and mass distribution, that in terms of hours worked prices in the United States are generally lower for products of comparable quality than anywhere else in the world."

Secretary Sawyer said critics of advertising "refuse to recognize that the greatest contributing factor to mass sales is advertising. Mass sales permit mass production at lower unit cost. Critics of advertising do not have sufficient information to be able to say that prices would be lower if advertising costs were lower."

He disagreed with those "who think advertising should be dispensed with during the mobilization effort." Taking up this theme, he said, "I do not advocate the waste of money on advertising even if Uncle Sam pays a good part of it. I do feel, however, that advertising is an essential part of our business operation and as long as that operation continues at high gear, vigorous advertising should continue to be a part of it."

Secretary Sawyer said the National Production Authority has dealt "firmly and courageously" with the problems of expanding productive capacity and employing experienced businessmen to handle its business operations. I've always believed that a business man knows more about business than a government official."

TOP AWARD WINNERS in 1951 Erma Proetz Award Competition sponsored by Women's Ad Club of St. Louis (l to r): Lois Palfrey, fashion artist, Dayton Co., Minneapolis, for art and layout; Mrs. Ruth I. Warren, copywriter, Campbell-Ewald Co., Detroit, for copy; Mrs. Joseph Durham Walsh, copywriter, Gardner Adv. Co., for radio-TV. Awards were presented at opening of AFA convention.

Arthur C. Fatt, executive vice president of Grey Adv. Agency, New York, said advertising's main task is to increase productivity in the United States by 4% annually instead of the 3% generally set as the goal.

Samuel C. Gale, vice president of General Mills and ex-president of the Advertising Council, pleaded for aid of advertising clubs in the council's public service campaigns.

At the Wednesday TV panel Mr. Thomas reviewed TV's progress, suggesting agencies are "selling people and markets and buying power" rather than a U. S. map with little circles representing television areas. He said the number of advertisers using TV had grown from 210 in 1948 to 5,093 as of last March.

As to television's impact on radio, Mr. Thomas said, "Each medium must be sold for what it can do, and in terms of how it best fits a particular advertiser's plans. Radio does a tremendous job, and will continue to do so for some time. There will be jobs for radio and areas for radio that TV can't touch. But by the same token, there are some areas that TV can touch—and brother, when TV touches an area, it stays touched." He added 36 million people are looking at TV.

Mr. Thomas showed how radio and TV costs run far below those of other media, on the basis of cost-per-thousand. He cited figures showing 10 top-rated radio shows last October had a cost-per-thousand listeners of $1.84 compared to $3.40 for TV.

Mr. Hausman said TV is most effective if used with, not instead of, other media. "Increase the total advertising budget to include television," he suggested. As reasons, he said:

First of all, sales, despite inflation, are getting harder to make. Less advertising never moved more goods. Second, advertising expenditures in relation to the national income are way out of line with what they've been in the past. They're far lower. Third, advertising is the cheapest thing any advertiser is buying today. It represents his best insurance for getting those tougher-than-ever sales.

I believe that television can be the force to induce advertisers to increase their total advertising investment to a point where the normal relation of advertising to total national income can be re-established.

The TV session provided a clinical examination of the visual medium and its rapidly increasing role in the advertising scene. Mr. Kearney outlined ways by which relatively small advertisers can take advantage of TV at relatively small cost by using film techniques. He demonstrated film commercials, adding commentary on their cost and effectiveness.

Mr. McEvoy predicted TV "will carry some of the most intriguing classified advertising that America has ever seen. I feel certain that department stores will use television to a far greater extent than they ever used radio. Don't be scared by the bugaboo that television's high cost will force all but the elite out of the picture. As a media buyer, I know that costs can be adjusted to needs." He observed that many magazines and newspapers are TV station applicants.

Mr. Wakeman exhibited DuMont's wired maps showing how 655 VHF channels could be assigned compared to the FCC's 557. He cited flaws in the FCC plan and added the DuMont allocation would give more services and greater freedom of program choice to more persons; place scarce channels in locations most likely to use them, and make feasible fully competitive local broadcasting and multi-network operation. He argued the FCC plan will foster network and market monopolies.

Final event of the convention was a talk by Thurman L. Barnard, vice president of Compton Adv., New York, on fulltime leave. He praised work of the Voice of America and other services of the State Dept.'s Information Division. He spoke on behalf of Undersecretary Edward Barrett.

Next AFA convention will be held in New York.

Graham Patterson, Philadelphia, was re-elected board chairman of AFA. Other officers elected were Elon G. Borton, president; B. Penny, Houston, and Franklyn B. Hawkins, Toledo, vice presidents; Grace Johnsen, ABC, secretary; Ben R. Donaldson, Ford Motor Co., treasurer. Elected to the board were J. Paul Hoag, of Boston; W. B. Potter, of Rochester; Gran Stone, Cleveland, and William Werner, Cincinnati.

William Cheever D'Arcy and E. St. Elmo Lewis, both of whom died in 1948, were elected to the Advertising Hall of Fame. Citations were read at a luncheon at which Mrs. Oveta Culp Hobby, KPRC Houston, presided. Only 35 places remain to be filled in the Hall between now and the year 2000.

Geraldine Lamm, third year student at Methodist Orphanage High School, Raleigh, N. C., won the $500 price and trip to the convention for her winning essay in the AFA annual high school contest. Over 50,000 entries were received. Judges were J. F. Oberwinder, D'Arcy Adv. Co., St. Louis; Ke R. Dyke, Young & Rubicam; Dr. Charles N. Edwards Jr., dean School of Retailing, New York U.; William C. Gittinger, CBS, and Helen Valentine, *Charm* Magazine.

Jean Wade Rindlaub, a vice president of BBDO, was named "advertising women of the year" by a nationwide poll. Award was bestowed by Barbara Welles, WOR New York, on behalf of the Council of Women's Advertising Clubs of the federation.

PROETZ AWARDS

Given at AFA Meet

ANNUAL Erma Proetz Awards were presented June 10 to women in advertising by the Women's Ad Club of St. Louis. Presentations were made during the opening session of the Advertising Federation of America convention.

First prizes of $100 follow: Mrs. Josephine Durham Walsh, Gardner Adv. Co. copywriter, for Pet Milk TV commercials, plus honorable mention in the copy division; Mrs. Ruth I. Warren, Campbell-Ewald Co., Detroit, copywriter, for Chevrolet copy in women's magazines; Lois Palfrey, Dayton Co., Minneapolis, for fashion advertising art and layout in newspapers.

Honorable mentions: Helen Krupka, Sarra Inc., Chicago, for sound-slide film and for television; Mrs. Spencer Burroughs, owner of Emerson & Burroughs, Sidewalk Adv. Co., Sacramento, Calif., outdoor advertising; Mrs. Dorothy Lewis, UN coordinator of U. S. station relations; Irene C. Culhane, AT&T, for film animation; Ruth Branigan, New York U. assistant professor of retailing, for promotion of retailing as a career. Emma Brohr, of Westheimer & Block, St. Louis, was awards chairman and made the presentations.

Rights to WCFM

EXCLUSIVE recording rights to the Mozart Festival, scheduled for Charlottesville, Va., July 6-8, have been granted to the WCFM Recording Corp., Washington, D. C., the extension of WCFM (FM) Washington. Five long-playing records have been released by the corporation in the past seven months.

WDRC

HARTFORD & CONNECTICUT

WDRC—FM

3R's=1st

The 3 R's . . . Ratings, Rates, Results . . . made WDRC 1st choice in the Hartford Market. Write Wm. Malo, Commercial Mgr., for availabilities.

Represented by Raymer

CBS

A CHAS. MICHELSON HIT!

"Musical Comedy Theatre"

30 MIN. SHOWS TRANSCRIBED

for particulars

CHARLES MICHELSON, Inc.

15 WEST 47th ST., NEW YORK 19

CHICKEN NETWORK'
Stations Cover Contest

ADIO MEAT of the "National Chicken of Tomorrow Contest" was ooled coverage last week by three orthwest Arkansas stations, KBRS Springdale, KRGH Fayetteville and KUOA Siloam Springs. ontest was held in Fayetteville, imaxed by an address of Vice resident Alben Barkley.

In the first such cooperative effort attempted in the area, the ree stations formed the "Chicken Tomorrow Network," pooling anpower and equipment to cover ll events.

Sequel of events included arrival the Vice President's plane, fivemile "Chicken Parade," interviews ith the contest winners and the Veep's" address from Razorback adium in Fayetteville.

NLRB HEARING
San Diego Case Set

LRB HEARING looking into a ABET petition for jurisdiction er engineers and technicians at San Diego stations has been hedule for tomorrow (Tuesday). tations involved include KFMB FMB-TV KGB and KCBQ, now presented by IBEW which has inervened in the case; KSDO and SON, which hold no union conact. Another union, IATSE, has so intervened in the case for repsentation of the approximately men involved at the six stations.

NABET and IBEW are also in spute over engineers and technicians at three other Los Angeles ea stations—KTTV(TV); KGIL n Fernando, and KIEV Glendale. all cases NABET had petitioned e NLRB for representation over gineers and technicians there, th IBEW intervening.

Hearings on 100 engineers and production men at KTTV are pected to be held following the n Diego hearings. Results from ard elections at KGIL were exted to be announced late last ek, but no decision had been ached as BROADCASTING • TELECASTING went to press. On the EV petition, entered two weeks o, an informal hearing was held, th NABET seeking a consent ection, a move so far opposed by e other union. Final IBEW anver is expected in next few days.

EXTENSIVE RESEARCH and fancy preparations feature the Ed Murrow *Hear It Now* program, heard Friday, 9 p.m., on CBS. On a typical pickup, KMOX St. Louis News Director Rex Davis spent over a week working on a recorded pickup in which six hours of tape were boiled into 20 minutes of program. The program presented a typical high school graduation, with background material from a dozen or more spots. In photo Mr. Davis (standing) discusses the program with Ed Scott (r), of Mr. Murrow's New York staff, and Don Hopson, president of his class at Afton High School, in suburban St. Louis.

WPEN DISPUTE
NLRB Reactivates Case

NLRB last Saturday reopened a case involving WPEN-AM-FM Philadelphia and vacated a previous order, which dismissed a complaint that the William Penn Broadcasting Co. had "illegally interfered" with employes' rights.

The labor board reopened the case at the request of its general counsel who held that he did not "introduce evidence" relating to the employes' unit because he "did not foresee that the board would decide the case" on that issue. NLRB remanded the case to the trial examiner whose preliminary findings it had overruled.

Last spring the board ruled, 4-1 that filing of a representation petition by a rival union—the IBEW (AFL)—does not automatically require the employer to cease dealing with the incumbent union—in this case, the American Communications Assn. WPEN had renewed its contract with ACA [BROADCASTING • TELECASTING, April 9].

In its original decision, the board held that the general counsel failed to prove a "real question" exists involving unit representation when William Penn renewed its contract with ACA. IBEW had sought to carve out a group of 13 broadcast technicians and engineers heretofore represented by ACA and subsequently filed charges against the station, which NLRB dismissed for lack of proof.

"Further hearing is desirable . . . on the issue of whether (such a question) existed when (William Penn) executed its contract with the ACA, and in particular whether the employes sought to be represented by the IBEW constitute an appropriate unit, so that the case may be decided upon the merits rather than upon a technical failure of the evidence," the board declared.

LBS AFFILIATES
Ore. Group Holds Meeting

PLANS on programming, sales, technical and general operations of the Liberty Network were threshed out by Oregon LBS affiliates in a meeting with Ben Paschall, network vice president, in Portland over a fortnight ago.

Fifteen state affiliates attended the sessions, held at the Multnomah Hotel. The meeting followed one at LBS' headquarters in Dallas last month involving officials of the network, who reported the rate increases were under study [BROADCASTING • TELECASTING, June 11].

Among those present were:

Clarie Banks, KELS Kelso; Edward C. Barnett, KWIN Ashland; Lou Gillette and Glasco P. Branson, KMCM McMinnville; Paul E. Walden and Barney Kennworthy, KODL The Dallas; Ted A. Smith, KWRC Pendleton; Martin J. Welsh, KELS; Mr. and Mrs. C. W. Peck, KRUL Corvallis; Irwin S. Adams, KGON Oregon City; James W. Spencer and L. E. Parson, KVAS Astoria; Loring Schmidt, KOCO Salem; Hal Shade, KFIR North Bend; Gordon Capps, KSRV Ontario; L. W. Trommlitz, M. Michael and Reg Roose, KERG Eugene; Tom Becker, KNPT Newport; and Mr. Paschall.

Toni Testing

TONI Co., Chicago, is testing its new shampoo, White Rain, on about 80 CBS stations in a sectional network covering the northeastern half of the country with cut-ins on *This Is Nora Drake* (five-a-week, 1:30-1:45 p.m. CDT). Schedule will continue for a month and then be expanded to the full CBS network shows sponsored by Toni. Agency for the new product is Tatham-Laird, Chicago, which also is running a radio spot test campaign in Fresno and Indianapolis for the new Tame hair rinse. Spots will continue until results are conclusive.

upcoming

June 18: Board of Directors Meeting, Canadian Assn. of Brodacasters, Royal York Hotel, Toronto.

June 18-19: BMI Clinic, New York.

June 18-22: National Advertising Agency Network 20th Annual Conference, Moraine Hotel, Highland Park, Ill.

June 21: FTC Radio-TV Fair Trade Practices Conference, National Archives Bldg., 10 a.m., Washington, D. C.

June 22: NARTB-TV All-Industry Program Meeting, Statler Hotel, Washington.

June 20-22: American Marketing Assn. Conference, Hotel Statler, Detroit.

June 24-27: National Industrial Advertisers Assn., Annual Conference, Waldorf-Astoria, New York.

June 25-29: Summer General Meeting, AIEE, Toronto, Ont.

July 7-13: International Advertising Conference, London, England. U. S. registration handled by E. G. Borton, AFA, 330 West 42nd St., New York 18.

July 9: FCC City-by-City TV Allocations Proceeding Begins, Washington.

Aug. 2-3: Annual Conference on Radio in Education, Workshop and Clinic, Indiana U., Bloomington.

Aug. 5: Arkansas Broadcasters Assn. First Annual Sales Clinic, Hot Springs, Ark.

Aug. 20-25: AIEE Pacific General Meeting, Portland, Ore.

Aug. 22-24: Institute of Radio Engineers Western Convention and Seventh Annual Pacific Electronic Exhibit, Civic Auditorium, San Francisco.

SCHOLARSHIPS
Radio-TV Study Awards

HULBERT TAFT Jr., executive vice president of Radio Cincinnati Inc., which operates WKRC-AM-FM-TV Cincinnati, and Dr. Luther R. Richmond, director and dean of faculty of the Cincinnati Conservatory of Music, have jointly announced the offering by WKRC of scholarships in radio and television study.

Awards of $200 each will be made to scholarship winners who are entering the Conservatory as freshmen in 1951. Each winning high school junior or senior over 16 will receive $50 for night school classes in radio-television. Preliminary auditions will begin June 25 and final auditions will be held over WKRC in July.

FCC Actions

(Continued from page 85)

June 13 Applications Cont.:

APPLICATIONS RETURNED

RETURNED following applications for renewal of license: KBOL Boulder, Col.; WSIP Paintsville, Ky.; WLCX LaCrosse, Wis.

June 14 Decisions . . .

BY THE COMMISSION EN BANC

CP Granted

WBRY Waterbury, Conn.—Granted CP to replace both towers of licensed DA which were destroyed in a storm, and to make slight changes in DA system; engineering cond.

Designated for Hearing

Stone Bcstg. Corp., Emporia, Va.—Designated for hearing in Washington on Aug. 8 re application for new station on 1400 kc 250 w unl. and made WLOW Portsmouth, Va. and WHLF South Boston, Va., parties to proceeding.

Modification Granted

WMAK Nashville, Tenn.—Granted mod. CP which authorized changes in DA pattern, to change from DA-1 to DA-N, operating on 1300 kc 5 kw unl.; engineering cond.

Extension Granted

WINZ Hollywood, Fla.—Granted extension of authority for 90 days from June 17, to operate with reduced power of 500 w at night, using temporary DA.

WJKO Springfield, Mass.—Granted extension of authority from June 16 to Aug. 1 to operate with reduced power pending replacement of modulation transformer.

Authority Granted

WCUO Cleveland, Ohio—Granted authority to remain silent for 60 days from June 15, pending reorganization, on condition station maintain and operate obstruction lighting equipment on ant. structure in accordance with FCC rules.

Late TV Comments Accepted

Racine Public Library, Racine, Wis.—By order, granted petition requesting FCC to accept late comment in current TV proceeding, urging that Ch. 49 be reserved in Racine for use by noncommercial educational TV station. Interested parties may file oppositions thereto within 10 days from date.

Brown U. Providence, R. I.—By order, granted request that FCC accept late comment in current TV proceeding supporting proposal to reserve Ch. 22 in Rhode Island for use by noncommercial educational TV station. Interested parties may file oppositions thereto within 10 days from date.

Coe College, Cedar Rapids, Iowa—By order, granted petition requesting that Commission accept late comment in current TV proceeding, urging that Ch. 9 be reserved in Cedar Rapids for use by noncommercial educational TV station. Interested parties may file oppositions thereto within 10 days from date.

U. of Kentucky, Lexington, Ky.—By order, granted petition requesting FCC to accept late comment in current TV proceeding, urging that Ch. 27 be reserved in Lexington, Ky., for use by noncommercial educational TV station; and that flexibility channels be available for use by noncommercial educational TV stations in communities where no channels have been reserved for this purpose. Interested parties may file oppositions thereto within 10 days from date.

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CONCENTRATED AUDIENCE,
BEST PROGRAM FACILITIES,
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5000 WATT OUTPUT !
JOS. WEED & CO.
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FCC roundup

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY THROUGH JUNE 14

Summary of Authorizations, Stations on the Air, Applications

Class	On Air	Licensed	CPs	Cond'l Grants	Appls. Pending	In Hearing
AM Stations	2,274	2,244	139		266	124
FM Stations	648	529	133	1*	10	3
TV Stations	107	79	30		410	171

* On the air.

* * *

Docket Actions . . .

FINAL DECISIONS

KFTM Ft. Morgan, Col.—Announced decision rescinding order which revoked KFTM license held by Ft. Morgan Bcstg. Co. on 1260 kc, 500 w, daytime. Decision June 11.

WMAW Milwaukee, Wis.—Announced decision granting application of Midwest Bcstg. Co. for license to cover construction permit for WMAW on 1250 kc, 5 kw, fulltime. Decision June 11.

Tulsa, Okla.—Announced decision denying applications of Kenyon Brown and George E. Cameron Jr., each seeking a new AM station in Tulsa on 1340 kc, 250 w, fulltime. At same time, denied Mr. Brown's petition to reopen record of proceeding. Decision June 7.

KSET El Paso, Tex.—Announced decision granting application by Sunland Bcstg. Co. for renewal of license and consenting to assignment of license to Rio Grande Bcstg. Co. Decision June 7.

Hamtramck, Mich.—Announced decision denying applications of Hamtramck Radio Corp. and Atlas Bcstg. Co., each seeking a new AM station at Hamtramck on 1440 kc, 500 w, daytime. Decision June 7.

WMMB Melbourne, Fla.—Announced decision granting application for construction permit to change facilities from 1050 kc, 250 w, daytime to 1240 kc, 250 w, fulltime. Decision June 7.

INITIAL DECISIONS

WOOF Dothan, Ala.—Hearing Examiner Leo Resnick issued initial decision looking toward grant of Dowlander Bcstg. Co.'s application for increase in power from 1 kw to 5 kw, daytime, on 560 kc; subject to condition that all legitimate complaints due to blanketing within 250 mv/m contour be adjusted. Decision June 11.

WKOK Sunbury, Pa.—Hearing Examiner J. D. Bond issued initial decision looking toward grant of application to change type of transmitter and change antenna system of WKOK, now operating on 1240 kc, 250 w, fulltime. Decision June 12.

KMPC Los Angeles; WJR Detroit; WGAR Cleveland—Hearing Examiner J. D. Cunningham issued initial decision looking toward dismissal of proceedings on applications for renewal of licenses. Decision June 14.

PROPOSED RULE MAKING

Commision announced proposed rule making looking toward elimination of provisions in AM broadcast rules permitting assignment of Class IV stations on regional channels. However, those 20 Class IV stations (mostly 250 w) would not be required to increase power or change frequency. Comments will be received by FCC on or before July 16. Proposed June 8.

June 14 Applications . . .

ACCEPTED FOR FILING

AM—1360 kc

KVIM New Iberia, La.—CP to change from 1570 kc to 1360 kc.

AM—950 kc

KUMO Columbia, Mo.—Mod. CP, as mod., which authorized new AM station to change hours from unl. to D and change to non-directional ant., change trans. and studio locations.

License for CP

WDLA Walton, N. Y.—License for CP new AM station and specify studio location.

Modification of CP

KCBC-FM Des Moines, Iowa—Mod. CP new FM station for extension of completion date.

CP for Changes

WEHS (FM) Chicago, Ill.—CP to change ERP, ant. height, trans. and studio locations etc.

License Renewals

Following stations request renewal of license: WTNB Birmingham, Ala.; WHBS Huntsville, Ala.; WTBF Troy, Ala.; WEAT Lake Worth, Fla.; WSIR Winter Haven, Fla.; WMGR Bainbridge, Fla.; WMOG Brunswick, Ga.; WTMV East St. Louis, Ill.; WELO Tupelo, Miss.; KDRO Sedalia, Mo.; KRSN Los Alamos, N. M.; KRTN Raton, N. M.; WBEX Chillicothe, Ohio; WAKE Greenville, S. C.; KBRO Bremerton, Wash.; KELS Kelso, Wash.; WGKV Charleston, W. Va.; WLOH Princeton W. Va.

Non-Docket Actions . . .

AM GRANTS

Aiken, S. C.—Aiken Electronic Adv. Corp. Granted 990 kc, 1 kw, daytime. Estimated cost $12,650. Principals are President B. T. Whitmire (33⅓%), ¼ owner WAYS Charlotte and WCOG Greensboro, N. C.; Vice President Jack S. Younts (10%), owns 50.9% WEEB Southern Pines, N. C.; Secretary-Treasurer John Mare (56⅔%) owns 15.7% WEEB. Granted June 14.

Ketchikan, Alaska — Aurora Bcstrs. Inc. Granted 580 kc, 1 kw-local sunset, 500 w-night; engineering conditions. Construction cost approximately $30,000. Principals are President Austin E. Lathrop (44.87%), president and controlling stockholder KFAR Fairbanks and KENI Anchorage; Secretary-Treasurer Miriam L. Dickey (6.41%); A. G. Hiebert (3.84%), general manager KENI and part-owner KFAR; Roall and Maxine Erickson jointly own 12.82%. Mr. Erickson being commercial manager for KFAR; Delmar Day (12.82%), sports editor KFAR; and six other Alaska residents. Granted June 14.

TRANSFER GRANTS

WEBR Buffalo, N. Y.—Granted involuntary transfer of control Buffalo Courier-Express Inc. (parent firm of WEBR) from William J. Conners Jr., deceased, former 51% owner, to William J. Conners III et al., executors of the estate. Granted June 14.

New Applications . . .

AM APPLICATIONS

Atlantic City, N. J.—Press-Union Pub. Co., 1490 kc, 250 w, fulltime. Seeking facilities of WBAB, previously licensed to Press-Union and surrendered for cancellation March 28. Application contains complete information concerning the Bethlehem Globe Pub. Co. (sole stockholder of Press-Union) and records of past programming. No actual construction permit is proposed since applicant owns all equipment previously licensed to WBAB. Filed June 8.

Raleigh, N. C.—State Capital Bcstrs., 1290 kc, 500 w, daytime; estimated construction cost $14,275; first year operating cost $24,000; first year revenue $36,000. Owner is B. H. Ingle Sr., owner of WFVG Fuquay Springs, N. C. Filed June 12.

Cheraw, S. C.—Chesterfield Bcstrs., 1420 kc, 500 w, daytime; estimated cost $14,275; operating cost $24,000; revenue $36,000. Owner is Raiford Baxley M.D., surgeon. Filed June 12.

Brownwood, Tex.—Lyman C. Brown, 1240 kc, 1 kw, fulltime; estimated cost $15,340; operating cost $24,000; revenue $48,000. Mr. Brown is owner of Ranall Ray Script Service, Ft. Worth, Tex. Filed June 14.

Cheyenne, Wyo.—Philip D. Jackson, 1240 kc, 250 w, fulltime (contingent upon KFBC changing to 710 kc and relinquishing 1240 kc); estimated cost $15,648; operating cost $24,000; revenue $30,000. Mr. Jackson is ½ owner KWCO Chickasha, Okla. Filed June 14.

TV APPLICATIONS

Corpus Christi, Tex.—Gulf Coast Bcstg. Co., Ch. 6 (82-88 mc), 100 kw visual, 50 kw aural, antenna 345 ft. Estimated construction cost $188,3[illegible] first year operating cost $72,000; first year revenue $65,000. Applicant is licensee of KRIS Corpus Christi. Filed June 5.

FM APPLICATIONS

Decatur, Ala.—North Alabama Bcstg. Co., Ch. 223 (92.5 mc), 7 kw. Estimated construction cost $10,000; first year operating cost $2,000; first year revenue $2,000. Applicant is licensee of WMSD Decatur. Filed June 5.

TRANSFER REQUESTS

WMTW Portland, Me.—Assignment of license from Radio Enterprises Inc. to Oliver Bcstg. Corp. for $22,000. Oliver buys equipment from Yankee Network for $13,000. Applicant is licensee of WPOR Portland. Contingent upon grant of application is another, filed simultaneously, requesting a construction permit to move transmitter and studio locations of WMTW to those used by WPOR. Filed June 5.

KWEM West Memphis, Ark.—Assignment of license from West Memphis Bcstg. Corp. to KWEM Inc. for $[illegible]468.01. Principals in transferee are President E. D. Rivers Jr. (99.99%), licensee WEAS Decatur, Ga. and WJ[illegible] Savannah, Ga., applicant to buy WGO[illegible] Valdosta, Ga. and applicant for new TV station in Atlanta; Vice President William H. Kellar (.01%), engineer, and Secretary-Treasurer H. E. Ulmer, CP. Filed June 8.

WKXY Sarasota, Fla.—Assignment of license from old partnership of Antonio G. Fernandez, Charles J. Fernandez, William P. Carey and Gonzalo Fernandez d/b as Sarasota Bcstg. Co. to new partnership without William Carey. Mr. Carey withdraws his $12,712.00 investment and is paid $10 for his interest by the other partners. Filed June [illegible]

WLAV Grand Rapids, Mich.—Assignment of license from Leonard A. Versluis as an individual to Versluis Radio & Television Inc., a corporation owned solely by him. Filed June 8.

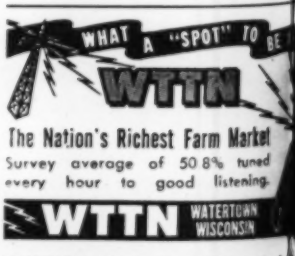
WLYC-AM-FM Williamsport, Pa.—Acquisition of control Lycoming Bcstg. Co., licensee, by John T. Keliher, present stockholder, through issuance of 226 additional shares at $70 each, which Mr. Keliher will buy 194, giving him 52.5% interest. Filed June 14.

KWRN Reno, Nev.—Assignment of license from Kenyon Brown to Nevada Radio-Television Inc., a corporation owned solely by him. Filed June 14.

WSBB New Smyrna Beach, Fla.—Transfer of ⅓ interest in Beach Bcstg. Co., licensee, a partnership composed of James G. Cobble, James D. King and Walter T. Slattery. Mr. Cobble sells his ⅓ to Roland Jordan for $[illegible] Mr. Jordan will be chief engineer and co-manager. Filed June 14.

WJER Dover, Ohio—Assignment of license from Agnes Jane Reeves Gro[illegible] to Dover Bcstg. Co. Inc., owned 9[illegible] by Agnes Green, ½% by R. A. Ra[illegible] and ½% by Jane G. Raese. Fi[illegible] May 28.

KXGI Ft. Madison, Iowa—Transfer of control Carson Radio Inc., licensee, from A. O. Carson and Robert M. Carson to KXGI Inc. for $33,000. Principals in transferee are President William E. Walker (45.45%), president and ½ owner WMAM Marinette, Wis.



The Nation's Richest Farm Market
Survey average of 50.8% tuned every hour to good listening.
WTTN WATERTOWN WISCONSIN

owner WBEV Beaver Dam, Wis.; President W. R. Walker (9.1%), owner WBEV; Secretary-Treasurer J. D. Mackin (45.45%), secretary-treasurer and ⅓ owner WMAM and owner WBEV. Filed June 6.

KWAT Watertown, S. D.—Transfer control Midland National Life Insurance Co., licensee, from present trustees to 59 individual stockholders. Simultaneous with this application, and contingent upon its grant, is another requesting transfer of control from F. L. Bramble and 27 individual stockholders to F. L. Bramble, John W. Bestrom, W. J. Allsion, Alan L. Austin, and C. L. Chase, new trustees under voting trust agreement. No money involved. Filed June 6.

WWGP-AM-FM Sanford, N. C.—Transfer of 50% interest in Sandhills Bcstg. Corp., licensee, from F. L. Faber and Ola D. Baber to W. E. Horner, Nannie A. Horner and J. R. Horner for $20,000. Mr. Horner, secretary-treasurer and present owner of 50%, will own 89.75% after transfer. Vice President Nannie Horner, his wife, will own .25%. President James McIver (10%), is assistant publisher of Sanford Herald. Filed June 4.

KSON San Diego, Calif.—Acquisition of control Studebaker Bcstg. Co. inc., licensee, by C. F. Rabell and Dorothy Johnson through purchase of 86.3% interest for $112,888 from John Ward Studebaker and John Gordon Studebaker. Mr. Rabell and Miss Johnson are present stockholders and will own ⅔ and ⅓ respectively after transfer. Filed June 6.

WPIB (formerly WFCI) Providence, R. I.—Assignment of license from Pawtucket Bcstg. Co. to Providence Journal Co., sole owner of Pawtucket Bcstg. Co. since May 31, 1951. (FCC ROUNDUP June 4.) Filed June 6.

Deletions . . .

TOTAL deletions to date since Jan. 1: AM 17, FM 43, TV 0. New deletions, effective dates and reasons follow:

KUCA Ukiah, Calif. — Mendocino Bstg. Co. Construction permit, June 6, failure to prosecute permit.

Who, Me?

FOR 12 weeks WOL Washington and 350 Liberty Network stations have presented Maj. Gen. Louis B. Hershey, national director of Selective Service, in an interview series, *Youth and the Draft*, a program conceived and developed by Robert W. Miller, WOL public relations director. Last Thursday it happened—23-year-old Bob Miller received his "greetings." Topic of a recent program, heard Sunday at 8:30 p.m., was, "How to Get Deferred."

Richards' Grandson

SIBLEY MOORE, assistant treasurer and member of the board of WJR Detroit and KMPC Los Angeles, and Mrs. Moore (the former Rozene Richards) became parents of a six pound son, George Richards Moore, on Flag Day, June 14 at Jennings Hospital, Detroit. He is the first grandchild of Mrs. A. Richards and the late Mr. Richards.

Why buy 2 or more... do 1 big sales job on "RADIO BALTIMORE" WBAL

May Box Score

STATUS of broadcast station authorizations and applications at FCC as of May 31 follows:

	AM	FM	TV
Total authorized	2376	662	109
Total on the air	2271	648	107
Licensed (All on air)	2242	529	76
Construction permits	134	133	33
Conditional grants		1*	
Total applications pending	936	153	466
Total applications in hearing	285	7	179
Requests for new stations	267	9	408
New station requests in hearing	124	3	171
Requests to change existing facilities	245	29	27
Deletion of licensed stations in May	2	3	
Deletion of construction permits	4	5	

* On the air

RATING DEVICE
Monitors Home Sets

SEVERAL HUNDRED radio sets can be monitored and ratings compiled overnight with use of a newly-patented mechanism which can be placed atop a truck and parked anywhere. This was reported last week by Henry A. Rahmel, vice president in charge of radio and television field work for the A. C. Nielsen Co., Chicago, who has been issued a patent on his invention.

The device, which will revert to the Nielsen research firm under terms of an employe agreement, is still unnamed, Mr. Rahmel said. In measuring the size of an audience, it works at high speed, and data is accumulated and analyzed rapidly enough so that a city report can be released the day after the test, the inventor said.

The equipment, "a variation on a panoramic receiver," picks up the local oscillator signals in "several hundred" home radios in any area. The indicating device scans the frequency spectrum used by stations and determines how many responses to each it is getting from the individual sets.

Tests were conducted several years ago, as the device was submitted to the government Patent Office in 1946.

He pointed out that the device "is no respecter of telephone ownership," and there is "no problem of sampling." Tests were controlled, and results were checked, he explained. Although no details were revealed, he said it is possible to trace the response from a single home set to the specific house, so the area can be canvassed for market data.

NBC-UCLA Workshop

FIRST SESSIONS of the six week summer radio workshop being offered jointly by NBC and U. of California at Los Angeles starts today (Monday) in Los Angeles. The workshop, designed for those with previous experience in the radio field as well as for those employed by small stations seeking advanced training, offers instruction in all phases of the field. Participating as instructors and lecturers will be network department heads and members of the Radio Div. of UCLA Theater Arts Dept.

PWB DIRECTOR
Gray Being Considered

A REPORT that Gordon Gray, former Secretary of the Army and president of WSJS-AM-FM Winston-Salem, N. C., is under active consideration for the directorship of the President's new Psychological Warfare Board was unofficially confirmed by a White House spokesman last week.

Mr. Gray's name has been mentioned along with others to head up the board, which devises propaganda strategy against Russian Communism in theatres of operations involving the United States.

But whether Mr. Gray would accept the position remained conjectural late Thursday, the White House indicated. There was every indication that the post already had been offered to the WSJS executive but that he had reached no decision.

One of the other candidates was understood to be Barry Bingham, president of WHAS Inc. (WHAS-AM-TV Louisville) and publisher of the Louisville *Courier-Journal*. Mark Ethridge, publisher of the *Louisville Times* and former chairman of the U. S. Advisory Commission on Information, and Allen Dulles, Central Intelligence Agency, were similarly offered the post but rejected it [BROADCASTING • TELECASTING, June 4].

Mr. Gray was held to be a top choice because of his ability to coordinate government activities on the basis of experience he gained while Secretary of the Army, as author of an official economic report and as consultant to the National Security Resources Board's scientific manpower committee. In February 1950 he was named president of the U. of North Carolina, retiring from government service only to return later for special assignments at President Truman's request.

The new board would replace the Psychological Strategy Board set up within the State Dept. last August under the leadership of Edward W. Barrett, Assistant Secretary of State for Public Affairs. It would operate as an independent agency, coordinating activities of the State Dept., Dept. of Defense and Central Intelligence Agency and reporting to the National Security Council. Representatives of these departments served on the old board.

PACIFIC AWARDS
Nine Newsmen Honored

NINE TROPHY awards for outstanding performance in radio and TV news coverage during 1950 were made by the Radio News Club of Southern California Friday night at a dinner meeting in the Hollywood Plaza Hotel.

Named consistently best in the respective radio catagories were:

(1) Elmer Peterson, NBC, news commentary; Chet Huntley, ABC, honorable mention; (2) Nat Kaplan, ABC, new writing; Barney Miller, CBS, honorable mention; (3) John Wald (*Richfield Reporter*), news presentation; Frank Goss, CBS, honorable mention; (4) CBS News Bureau, on-the-spot coverage, special event or news story; ABC News Bureau, honorable mention; (5) Tom Harmon, CBS, all around sports program; Sam Balter, KLAC, honorable mention.

Television division: (1) Clete Roberts, KLAC-TV, news presentation; KTTV, honorable mention; (2) George Martin Jr. and Ray Goldman, KTTV, news writing; KNBH *Ford Newsreel*, honorable mention; (3) Sam Balter, KLAC-TV, all-around sports program; KTTV and KNBH football, honorable mention; (4) KTLA, on-the-spot coverage special event of news story; KTTV and KECA-TV, honorable mention.

Judges: Les Wagner, president, Greater Los Angeles Press Club; Ben Williamson, bureau manager, *Time-Life* magazines; Robert J. McAndrews, managing director, Southern California Broadcasters Assn.; Dave Anderson, NBC newscaster, is radio news club president. Trophies, donated by Procter & Gamble Co., are gold plated microphones sitting on top of a globe mounted on a mahogany base.

Liberty Names Lewis

EDMUND BURKE, Liberty Broadcasting System vice president of national sales, has left Liberty to re-enter the Army, the network announced last week. Succeeding Mr. Burke is Ray A. Lewis, since Jan. 1 manager of Liberty's key station KLIF Dallas, and prior to that manager of the Houston office of J. Walter Thompson.

National Features

PEORIA ILLINOIS

Edgar L. Bill
Merle V. Watson
Julian Mantell, Sales Manager

★ We can produce more sales records and letters of recommendation that members of our Organization have received while working for over 300 AM, FM & TV Stations and Newspapers from coast to coast, than any similar company.

...at deadline

CBS COLOR PREMIERE PLANS ANNOUNCED

PLANS FOR "PREMIERE," CBS's inaugural commercial color TV program June 25 (early story page 63), were announced Friday, with FCC Chairman Wayne Coy and Columbia's Board Chairman William S. Paley and President Frank Stanton slated to appear.

Procter & Gamble, for Ivory soap and Duz, and Standard Brands, for Tender Leaf Tea and Instant Chase & Sanborn, will be among sponsors of initial commercial colorcast "in line with their policy of participating actively in every possible phase of television development," their agency, Compton Adv., reported.

CBS said entertainers on hour-long kickoff show (4:30-5:30 p.m.) will include, in addition to Arthur Godfrey and Ed Sullivan, members of New York City ballet presented by S. Hurok, and stars Faye Emerson, Garry Moore, Sam Levenson, talent from Broadway's *Guys and Dolls*, Bill Baird marionettes, and Archie Bleyer's orchestra.

OWNERSHIP TRANSFERS

TRANSFERS of ownership of WCVI Connellsville, Pa.; WABY Albany, N. Y., and WMBM Miami Beach granted by FCC Friday. WCVI is sold by J. Wylie Driscoll and associates for $45,000 to John B. Craddock, WCVI manager, and 11 others. WMBM sold by J. M. Vreen and eight others to K. S. Keyes, present stockholder, for $256 plus assumption of obligations totaling about $37,000.

WABY is sold for $22,500 by Adirondack Broadcasting Co., subsidiary of Gannett radio and newspaper interests, to Eastern New York Broadcasting Corp., composed of: Nelson L. Kidd, 12% owner WINR Binghamton and 20% owner WNDR Syracuse, director; Hyman E. Mintz, New York state assemblyman, vice president; David A. Kyle, Columbia U. student, president; George Field, RCA recording division, director; Arthur L. Cooper, with WDLA Walton, N. Y., secretary; Martin A. Karig, vice president-general manager and 25% owner WWSC Glens Falls, treasurer. Each owns 18.46% except Mr. Karig who owns 7.6%.

HILL TO GET MEDIA VIEWS

BROADCASTERS will submit letters to Senate Executive Expenditures Committee outlining views on broadcasts and telecasts of Congressional proceedings, Rep. Jacob Javits (R-N. Y.) told group Friday. Rep. Javits, sponsor of resolution to permit radio-TV coverage of House sessions, said coverage would "get more people to actively participate in decisions" made in Washington.

CONGOLEUM-NAIRN SIGNS

CONGOLEUM-NAIRN Inc., Kearny, N. J., signs for alternate-week half-hour on new weekly evening *Kate Smith Show* which starts on NBC-TV Sept. 19. Negotiations for new program, to be seen Wednesday 8-9 p.m., were completed by Sylvester L. Weaver Jr., NBC vice president in charge of television, and Miss Smith's producer-manager, Ted Collins, for announcement today. Congoleum-Nairn agency is McCann-Erickson, New York.

LIBEL LAW SIGNED

MICHIGAN's Governor on Friday signed legislation exempting radio and television from liability for libel and slander. Legislation was sponsored by Michigan Assn. of Broadcasters.

CHARGE' INITIAL' RICHARDS DECISION IS ILLEGAL

CHARGE made last Friday that FCC Examiner James D. Cunningham failed to make finding of fact and determination in June 14 recommendation that licenses of G. A. (Dick) Richards' stations be renewed (earlier story, page 26). Petition, signed by Broadcasting Bureau Chief Curtis B. Plummer, General Counsel Benedict P. Cottone and Frederick W. Ford, Commission counsel, referred to "purported" initial decision as "illegal document" and asked that it be remanded to Mr. Cunningham with directions to issue "initial decision within his authority and under the Administrative Procedure Act."

Petition cited Commission's rules and order of Sept. 28, 1949, setting hearing, as well as Procedure Act, and held he could not dismiss proceedings without "required" grants or denials.

Petition also disputed examiner's contention that issues are moot:

The record in this proceeding shows numerous instances in which the officials or employees of these three stations carried out policies established by Mr. Richards, in many instances violation of law. So far as the record shows . . . these policies remain the policies of these stations . . .

. . . It, therefore, is inaccurate to state that the issues are moot since Mr. Richards' death does not necessarily dispose of the fundamental question of whether a grant of the applications under a continuation of such policies would be in the public interest.

It was further held that, under "firmly established" Commission policy, a proposed transfer, whether voluntary or involuntary, does not render moot the issues in any proceedings for license renewal.

BLATZ BUYS NEWS

BLATZ BREWING CO., Milwaukee (beer), buying four five-minute *Blatz Reporter* news shows on ABC, three to be heard Monday through Friday starting today (June 18) and one Tuesday through Friday starting tomorrow and slated to expand soon to five times weekly. Taylor Grant will handle from New York, Bill Despard from Chicago, and Hank Weaver from Hollywood, with Edwin C. Hill appearing transcribed in 10:45-50 p.m. spot. Agency is William H. Weintraub, New York.

RTMA RENEWS PLEA

FEDERAL Reserve Board, which recently refused to suspend Regulation W credit rules covering TV sets, asked again by Glen McDaniel, president of Radio-Television Mfrs. Assn., to ease regulation. RTMA president said TV sales are at standstill with production down from 200,000 to 50,000 per week. Factory inventory is 600,000 sets against 50,000 last fall, he said, and widespread layoffs are occurring at plants.

N. O. GRANT REVISED

REVISED initial decision to grant new AM station at New Orleans on 1450 kc with 250 w fulltime to Royal Broadcasting Corp. was issued by FCC Friday. Bid of Gretna and Lower Coast Radio and Broadcasting Co. was denied on grounds it "is not qualified to be a broadcast licensee."

Closed Circuit

(Continued from page 4)

Milton Berle show next fall with expensive package called *Food Store Hour*. Network willing to assume half of weekly talent and production costs, which total $40,000.

AS PLANS STAND, ABC *Breakfast Club* with Don McNeill will become simulcast late next year and McNeill's *TV Club*, video version of same show, will be cancelled.

WOMAN'S HOME COMPANION, through McCann-Erickson, New York, running one-week spot test campaign starting June 22 in 14 major cities. If success, magazine will follow accelerated spot plan used by *Ladies Home Journal*.

CELANESE CORP. of America, N. Y., considering television dramatic show called *The Playwrights* in association with that organization. Network time not yet bought. Ellington & Co., New York, is agency.

NARTB may revive its "area" scheduling of district meetings during next autumn's circuit. Idea is to consolidate three districts in West Coast tier for San Francisco meeting in view of their common problems and easing of headquarters travel load.

AMERICAN BAR ASSN., exercised over fabulous results of Kefauver Crime Committee broadcasts and telecasts, will meet issue of court room pick-ups at next convention in New York in September. Indications are that its standing committee will recommend against admitting mikes or cameras to courtrooms.

FCC, FCBA CONGRATULATE COMMISSIONER HENNOCK

CONGRATULATIONS to FCC Comr. Frieda B. Hennock on her nomination by President Truman to judgeship of U. S. District Court for Southern District of New York extended Friday in telegram from fellow Commissioners and resolution adopted by Federal Communications Bar Assn. (see early story page 2). Miss Hennock was in New York.

Chairman Wayne Coy and other five Commissioners, "pleased about your nomination," wired Miss Hennock in part:

We cannot help but feel that this honor has come to you because of your devotion to the work of this Commission, your loyalty to the Commission as an institution while at times disagreeing with members of the Commission on matters of public policy, your open mindedness and fairness in dealing with judicial functions of the Commission, your understanding of the great problems of public interest and your contributions to the improvement of the judicial and administrative procedures of the Commission through revision of our rules and the reorganization of the Commission. . . . We send you our congratulations and express to you our confidence that you will be speedily confirmed.

FCBA's Executive Committee, noting during past three years Miss Hennock has been with FCC members "have had opportunities to observe and appraise her conduct, demeanor and ability in the performance of her duties," stated it "is of the opinion that Miss Hennock, in the judicial functioning of the FCC, has demonstrated her legal ability and a fair and judicial attitude in the consideration of matters coming before the FCC."

NARTB CHANGES DATE

ANNUAL meeting of NARTB District 3 (Pa., Md., Del., W. Va.) to be held Nov. 12-13 at William Penn Hotel, Pittsburgh. Meeting was originally scheduled Aug. 27-28 at Bedford Springs, Pa. Leonard Kapner, WCAE Pittsburgh, is district director.

ABC ADDS PORTSMOUTH

WNXT Portsmouth, Ohio, new station on 1280 kc with 1 kw, to become ABC's 298th affiliate July 15. Station is owned by Portsmouth Broadcasting Co. and managed by Marshall Rosene.

THE GEORGIA PURCHASE

ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

the Georgia Trio

ATLANTA

MACON

SAVANNAH

WAGA	WMAZ	WTOC
ATLANTA	MACON	SAVANNAH
5,000w • 590kc	10,000w • 940kc	5,000w • 1,290kc

(ALL CBS AFFILIATES)

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